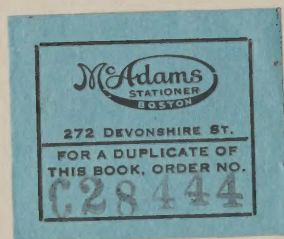


BIRD'S NEPONSET REVIEW

VOLUME XIX-1931



BIRD'S *Neponset* REVIEW

Planned and Edited by Employees of
BIRD & SON
INCORPORATED
East Walpole, Mass.



HOLIDAY NUMBER

DECEMBER 1930

JANUARY 1931



Established 1795

BIRD & SON

(incorporated)

East Walpole, Massachusetts, U. S. A.



Paper Mills
East Walpole, Mass.
Phillipsdale, R. I.

Box Factories
East Walpole, Mass.

Flooring Plant
Norwood, Mass.

Roofing Plant
Norwood, Mass.
Chicago, Ill.

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Vice-President, GEORGE R. WYMAN

Vice-President, ELMER H. BARTLETT
Sec. and Treas., AXEL H. ANDERSON

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BIRD'S NEPONSET REVIEW

Vol. XIX

December 1930 — January 1931

No. 1

OUR PRESIDENT'S MESSAGE

Courage and Hard Work Needed in 1931

MY message last year in the *Neponset Review* began with these words:

"It is never safe to prophesy, but I am going to take the risk. In my judgment the recent trouble in the stock market is going to help business. Perhaps not this month, or next month, but over the year 1930, we are going to have good business.

"Why do I think so? Because we are going to get back to sound fundamentals. Because it takes a jolt like this to teach some people that a hard, round dollar has behind it sweat and work; that 2 plus 2 makes 4 and not 5, and that trouble always comes when you go against the eternal law of supply and demand."

I was wrong; 1930 cannot be called a year of good business. The mistake was in being too optimistic as to the duration of the period of adjustment.

The year started out rather well in our own business and even until this Fall, we were fairly normal in most departments. Then we began to feel the effects of what is now known to be a world-wide depression, due largely to the over-production, or, as some say, the under-consumption of most commodities.

With the curtailment in production which has now been going on for many months, a balance must soon be struck between supply and demand and business will get back to normal. This is no time to be pessimistic no matter how disturbing present conditions are. We may not be able to forecast the date when the turn will come. But come it will, and when it does, perhaps we shall all have learned something from the experience, which will make these disturbances in business cycles occur less often and be less severe and drastic.

The best minds of the country are working to help solve the problems which this emergency brings. One of the finest things that shows up in a time like this is the spirit of helpfulness which stirs the man who has a job to help the other fellow who, through circumstances outside of his own control, is temporarily out of one. There is coming in, more and more, a realization that work, or rather a chance to work, is the one big necessary thing for the happiness of an individual and the family. What a travesty it will be if, in

this country so bountifully endowed with natural resources and wealth, our mental resources fail to work out a plan for more steady and more continuous work.

But what about our own business? Generally speaking, we have been fortunate to run as well as we have during this general period of depression under the extreme competitive conditions.

Great credit goes to all departments and individuals who have given their best to their own particular task. The old fighting spirit of this organization is still going strong, and we plan to spend next year more for research and sales development than ever.

We are working as we never worked before to get business in order to give as many days work, as evenly divided among all, as possible. Just as far as it is safe business to do it, we are filling our warehouses with finished goods. We are doing all necessary up-keep, repairs, painting and cleaning work so that our plants will be kept in the best condition and the largest amount of work given to our own people. We are working all the time to reduce the costs of production and be in a position to meet our strongest competition. We are maintaining our normal force. We are not reducing wages and furthermore no wage reduction will take place except as a very last resort.

This country has been through many other periods such as we are now experiencing. The clouds of depression may seem now pretty dark but as often happens after the blackest storm, the sun more quickly bursts through. So, perhaps before we know it, business will get back into balance. Whatever doubts anybody may have about the future, there is one good rule of action. If everyone of us who has a job keeps everlastingly at it and, with courage, goes ahead as usual, in sane living and straight thinking, we will all do our little part in helping make more work for others in the quickest way and thus helping make the world a happier place in which to live.

My Best Wishes for the Christmas Season and New Year to all.

Philip R. Allen

BIRD BUSINESS BUILDERS FOR 1931

New and Profitable Items for Bird Dealers

TO the dealer who sells only a single line of Bird Products, like Roofing or Floor Covering, or to the worker who sees only the one article which his department manufactures, it is often a matter of surprise to learn of the large number of widely different products manufactured by Bird & Son, inc.

time the housewife washed her floor, she washed away some of the paint at the same time. With this new Super-Grade there is no such danger. There is no soap action to worry about, no soap action to lessen the wearing quality and serviceability, no soap action to eat away the pattern or destroy its brightness. When our research



Kennedy's Men's Store in Providence, R. I. at Westminster and Dorrance Streets. The recently completed Bird Solid Tile Floor makes the store one of the most modern and attractive in the city.

As a rule, The Roofing Dealer, The Floor-Covering Dealer, and the manufacturer who ships his goods in Bird Boxes know little about any of our products other than those which they themselves use.

We invite you, this holiday, to a trip through our mills with us, not to see the processes of manufacture, but simply to examine and learn about some of the many products which bear the name Bird.

Starting first with the Norwood Plants, we visit the home of three justly famous products: Bird Neponset Floor Covering which has been a standard product for many years, and two recently developed products, Bird Super-Grade Flooring and Bird Tile. Bird Super-Grade is just what its name implies—a product superior to any other felt base floor-covering. Its paint is not affected by household washing soaps and powders, and its wearing qualities are greater than those of any other type of printed floor-covering. For a great many years the chief difficulty with printed floor-coverings lay in the fact that washing, particularly with strong soaps, actually wore away the surface. Every

chemist devised this wonderful new paint they not only made it soap-resistant, but they also increased its wearing qualities. Its resistance to abrasion (foot-traffic) is actually greater than that of any other printed floor covering. It is a quality not found on just the surface, but throughout the paint. The combination of these two features—resistance to soap action and resistance to abrasion or wear—sets Super-Grade apart from all other printed floor coverings and removes it from the field of competition. It can't be challenged.

Bird Tile, proven successful by exhaustive laboratory tests and by actual usage, is a big step forward in the field of resilient tile. It possesses many outstanding characteristics: It has a very high resistance to abrasion under any conditions, its surface improves with use, remaining smooth and showing no tendency toward brittleness from oxidation. It is unaffected by cleaning preparations, soaps and scouring powders, and it may be subjected to acid, alkali, grease or oil in any reasonable concentration without harmful effect, making it ideal for automobile showrooms, restaurants, kitchens, or soda foun-

tains. It burns only with difficulty, and will not support its own combustion. It shows no tendency to stretch under traffic. It is made in ten standard colors, permitting every wished for color combination. For hotels, stores, banks, apartment houses, and private homes where beauty plus long service is required, we recommend unreservedly—Bird Tile.

During the year a complete new line of colors and patterns was introduced in both the Super-Grade and the Neponset. These patterns, printed in gay and attractive colors offer the best that can be found in printed floor-covering designs today. Modernistic patterns have been added and old favorites retained. We have a fuller, more completely satisfying line to offer than ever before.

Thirty Warehouses

Merchandise, however desirable it may be, is of little value unless it can be properly and quickly distributed. This problem of distribution has been given the most serious consideration by our Sales Departments and we are prepared to offer our dealers better service than ever before. Nearly thirty warehouses, located in the largest cities throughout the United States, enable us to fulfill promptly orders from all sections of the country. Our large Western Flooring Sales office in Chicago simplifies the routine of distribution in the Middle and far West, enabling dealers there to get the same service as those nearer the source of supply in the East. During the past year a large new warehouse was constructed at our Norwood plants. This not only gave work to a large number of our employees during several months of the depression, but it has afforded us with additional storage space for about 33,000 rugs.

Approaching a little nearer to East Walpole, we reach the Roofing Mill on our visit. Here (and in Chicago, too, of course) are made all the roofing products which have been famous for so many years. Bird Shingles have always had a good name, but never a better one than they now enjoy with the introduction of the new Thick Butt Shingles. These shingles, which, as their name implies, are thicker at the butt, give longer life, greater protection, and finer, more beautiful roofs. They are thick where the wear comes, and this added weight holds them firmly to the roof and prevents their blowing up. This thickness, together with the black slate which shows through the cut outs, gives them a firm, solid appearance like real slate, but with even a softer, more beautiful finish. Every color used is natural and cannot fade.

For those who want the added advantages of a Custom Built Shingle a new one has been devised by our Research Department which has perfected a new process in shingle making. This

process is one which shingle manufacturers have tried to make successful for a great number of years. It has been done by Bird & Son, and we alone can offer to the public this shingle which is unlike any other on the market. It combines all the advantages of both the flexible and the rigid types of shingles. It is plastic and cannot break off nor crack; and at the same time it is practically incombustible. It will wear like real slate, tile or asbestos, and of course, it embodies the Bird feature of the Thick Butt. It is a beautiful shingle for the exacting buyer.

New Color Combinations

New colors and blends in the Neponset, the American and the Custom Built Shingles have just been put on the market. They mark a big advance and offer shades and color combinations never possible before. Art-Blende has been retained, and to it added a Sun-glo Blende, and a Slate Blende. Still other soft shades, principally of green and grey, are to be found in the Custom Built Shingles.

Art-Bric Siding, introduced by Bird & Son a year ago, is now being made in great quantities and has become one of our leading products. It is a siding, and not a shingle, and gives the buyer a permanent, beautiful siding finish very like that of real brick. For refinishing run-down exteriors, or for new work, it has no equal. The first cost is the only cost. To dealers it opens up an entirely



A special Art-Bric Siding job on the filling station at Giles Brothers Garage in Walpole. You can almost get people to swear it is real brick

new field, with infinite possibilities for increasing business. It is a real leader and one which many dealers have already found to be one of the most profitable products in the Bird Line.

As in the case of the Flooring Department, the Roofing Sales have a highly efficient organization to take care of all orders promptly. In addition to the Norwood plant, there is a large production plant in Chicago, which handles the western demands. Here the full line of Roofing Materials is manufactured for distribution in the West and Southwest and here, too, are worked out many

of the new ideas and improvements in shingle manufacture.

This Chicago plant has well been called the Service Station of the West—but it is that, and more too. It is really a separate plant, working under its own organization, but, nevertheless, closely related to the mills in Norwood. Bird quality products and careful Bird workmanship are stressed as strongly there as in the East.

The story of both Floor Covering and Roofing



Art-Bric Siding on the home of Mr. Hershey of the Hershey-Leaman Company, Letitz, Pennsylvania

Products would not be complete without mention of the Phillipsdale plant in Rhode Island where the felt base for both shingles and floor covering is manufactured. Prompt service and high quality could not be maintained without the support and cooperation of this very important plant. Here too are made lining felt and deadening felt, in addition to the felt base itself.

To complete our visit of the Bird Mills, we now journey up to East Walpole. Here, strange to say, there is no suggestion, except in the Sales Offices, that we manufacture either Roofing or Flooring. Everything is paper, and boxes.

Millions of tack and screw boxes are shipped every year to the majority of the large manufacturers of tacks and some of the largest manufacturers of screws in the East and Middle West.

Next there are sturdy shoe cartons—five hundred million of them have been made at our factories during the last thirty years. They are rugged boxes, made from paper of our own manufacture, combined with a white paper for the

outside finish. Complete printing presses permit the printing of two-color work as the box is cut and creased. And the recent addition at our factories of set-up machines for both boxes and covers enables us to set up these cartons, pack them in corrugated or solid fibre cases and deliver them to our customers, ready for use. This is a great advantage to the small manufacturer who does not want to install these machines in his own factory.

The bulk of our box business is of course, shipping cases. Thousands of tons of these cases are made and shipped annually. Solid Fibre and Corrugated, large and small, carrying everything from heavy hardware such as door checks and other builders' hardware, to sugar, bread, soap and other household necessities. When the Graf Zeppelin began her world flight, the supply of bread went aboard in Bird Re-enforced Corrugated Cases. Demonstration after demonstration has proven beyond a doubt that the corrugated and solid fibre case is a superior and economical shipping container. These cases withstand greater strains, absorb sudden shocks, and jolts, and bring the goods to the customer in the best possible condition.

Package Engineers

Through a drum tester installed at our factories we are able to make tests for our customers, and determine just what sort of case will carry their goods most satisfactorily. Expert package engineers are ready to advise and help any manufacturer who is having difficulty with packing and shipping.

For very large sizes and heavy weights we are making a comparatively new type of case. This is the Wood Frame Solid Fibre case made with .160 board, and wooden cleats on all corners and edges. These cases are allowed for shipment of 300 pounds of any commodity and 600 pounds of textile material. They are particularly adapted to the requirements of the textile industry. The combination of wood and heavy high test solid fibre, has proved to be an ideal and satisfactory case.

BIRD Standard Neponset Red Flower Pots are an old familiar product to market gardeners and hot-house growers. They are being manufactured and sold in greater quantities than ever. Within the last few months, however, a new Flower Pot, the Neponset Black Flower Pot, has been placed on the market. Its superior advantages are explained in another section of this *Review*, but it is a distinctive flower pot for growing plants; it is waterproof and may be used as a permanent flower pot.

Many special papers for various purposes are manufactured at the East Walpole paper mill, in addition to those which go into the construction of boxes. The Cartridge or Shot Shell Paper,

is still being made in large quantities for shot shell manufacturers in this country and abroad. It is a paper which is very difficult to make, and we take great pride in making certain that every sheet which leaves our mills is perfect.

Paper mulch, now in the third year of its existence at Bird & Son, has proven its worth beyond a doubt. Farmers have had the opportunity to test it under varying conditions, and it does all the things claimed for it: it keeps down the weeds, hastens maturity, improves the quality, conserves the moisture, and reduces production costs by lessening the need for plowing and cultivating. For the amateur gardener and for the grower of commercial crops, Bird Improved Perforated Paper Mulch pays big dividends.

Press Board, used for index board, and the like, still enjoys a large distribution. There has recently come into the market a much cheaper grade of press board which is offering some competition. While we do not intend to stop the manufacture of our high grade Press Board, our Research Department is perfecting a new and less expensive board to meet competition. This board will not be the equal of our standard Press Board, but it will retain as many of those qualities as possible.

We have again started the manufacture of cable paper, after a lapse of several years. The Research Department has developed a paper which is testing out successfully and a good business in that line is anticipated next year.

Laminated Binder's Board

A laminated Binder's Board for use in book covers is being experimented with at the present time. As this is of a lighter weight than the solid board made on the so-called "wet machine," a thicker board of Bird material could be used at the same price. This would mean thicker, more substantial covers which would sell more readily. A laminated board, well constructed and well seasoned, also curls less, and in this new board there is no waste deckle edge as in the case of the solid board. The binder can use every inch of the board he buys. There is always difficulty in convincing anybody of the worth of a new product, but experiments already made show that our new board goes through the process very well and comes out flatter than the ordinary binder's board in use on books today. Tests on Bird Binder's Board are now being made by the government.

Even in this lengthy article we have been able to mention only the most important of the products manufactured by Bird & Son. There are many others which you will find listed on the inside back cover of this issue. But each product, whether it is a Thick Butt Shingle or a can of plastic cement, bears the stamp of Bird quality and the Bird guarantee of satisfaction.

BIRD CLUB ENTERTAINMENT

ONE of the most delightful evenings the Bird Club has ever offered was the Open Meeting on the night of December 3rd, when Mr. P. H. Bailey, Manager of the Roofing Sales Department, showed pictures and talked to a large audience in Bird Hall about his recent trip around the world.

Travel talks are always interesting, but this was unusually so because Mr. Bailey was known personally by nearly every listener, and because in his informal, easy manner, he told many incidents that would be omitted entirely by the professional lecturer. Nearly a hundred pictures were shown, most of them beautifully colored. Those of Japan, which he showed last, were the prizes of the evening, with their scenes of Japanese gardens with cherry blossoms and azaleas in full bloom. It was an evening well spent, for those who attended, and thanks are due both to Mr. Bailey and to the members of the committee who arranged the event.

The next meeting of the Bird Club is to be the celebration of our tenth anniversary. A banquet and special entertainment will be held for this occasion some time in January.

This year the Bird Club, acting upon the suggestion of one of its oldest and most active members, Michael Shergals, is donated the cost of one of its usual banquets (\$500.00) to charity. A special committee of Bird Club members has been appointed, and they, working in conjunction with other charity organizations, will distribute the money as they see fit among needy families during the Christmas season.

Tsk, Tsk, Tsk!

Mother: "Whoever taught you to use that dreadful word?"

Tommy: "Santa Claus, mamma."

Mother: "Santa Claus!"

Tommy: "Yes, mamma, when he fell over a chair in my bedroom on Christmas Eve."



Two new homes in the Williams Park development on Center Street, West Roxbury. Bird Thick Butt shingles are on the roofs; the coarse slate construction and the Thick Butt lines make them stand out as distinctive and unusually beautiful, even in this community of many beautiful homes

WILL THIS BE OUR SAFEST YEAR?

IT begins to look as if nothing short of an earthquake could keep 1930 from being the year with the FEWEST number of lost-time accidents. We have only a month to go to make a record. Can we do it? Three Departments have completed a year without a lost-time accident, and the total of lost-timers up to December 1st

division is in the cellar, with five lost-timers chalked up against them. Only three Departments, however, have not bettered their last year's record: the Flooring Plant, the Roofing Plant, and No. 2 Box Shop.

Any story about our 1930 Safety Standing would be incomplete without mention of the

PLANT	Av. No. Emp.	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	Total Accidents to Date		Lost Time Accidents per 100 Emp.	Days Lost per 100 Emp.	Calendar Days Since Last Accident
													This Year	Last Year			
★ Chicago	98												0	7	0	0	447
Engineering	133												0	9	0	0	406
Phillipsdale	132												0	5	0	0	360
No. 2 Box Shop	88	1											1	1	1.1	175	320
Roofing Plant	219							1		1		1	3	2	1.3	28	1
Flooring Plant	257	1			1	1	1						4	4	1.5	68	180
No. 1 Box Shop	175	1		1	1								3	5	1.7	59	244
Paper Mills	233				1	1		1	2				5	6	2.1	462	120
TOTALS 1930	1335	3	0	1	4*	2	1	2	2	1	0	1	17*	39	1.3	119	
TOTALS 1929	1446	4	0	5	2	5	1	5	4	6	4	2					

is only 17. Last year at this time we had 39. This is a reduction of 22, or 56%—less than half as many accidents this year as last!

Glance at the chart which accompanies this article. It gives you the story in a nut-shell, and it's a pretty encouraging one, too. To tell you how each of the three banner departments made their records would take pages of space, but the explanation of why they are at the top of the list is simple: They TALKED safety and, what's more important, they PRACTICED it. A year or two ago the Safety records of those very departments were far from encouraging. Engineering in particular was discouraging. There seemed to be no possibility of improvement. Men were constantly getting injured, and the Engineering Division stayed pretty consistently in the cellar of the Bird & Son Safety standing for some time.

Then something happened. It wasn't sudden; you could barely notice it at first, but the records of Chicago, Phillipsdale and Engineering improved and kept improving. Every man became a Safety Worker—all the time. They were "sold" on Safety, and the result—Chicago hasn't had an accident since September 9, 1929, Engineering none since October 20, 1929, and Phillipsdale none since December 5, 1929.

They have done it—you can do it too.

Immediately below the leaders, and in the order of their standing, come No. 2 Box Shop, Norwood Roofing Plant, the Flooring Plant, No. 1 Box Shop and the Paper Mills. This last

All-Division no-accident periods. As the chart shows, February and October were *perfect* scores. November was nearly so, until on the last working day of the month a Norwood Roofing worker let a truck handle drop on his foot and the record was spoiled. Even so, we went from September 29 to November 29, a *full* two months without an accident.

Such a record as we have made in the past 11 months doesn't come as the result of a few men's work. It comes from every man working intelligently and carefully every day in the year. Every one who helped in establishing the record should feel mighty proud, and should be eager to make the months and years to come equally good no-accident periods.

These records are yours, not ours. You made them, and we can only congratulate you now, and wish you a Merry Christmas and a Happy and Safe New Year.

QUESTIONS AND ANSWERS

1. How much electricity do we consume in a month?
2. How many sheets of paper are combined to make the board for our solid fibre boxes?
3. What does pie mean to those in our printing department?
4. What is a "Stiff Leg Derrick?"
5. How high is the lettering on the water tower at the Norwood plants?

Answers to these questions will be found on Page 8.

H. H. MILLER RESIGNS AS SECRETARY—TREASURER

A. H. Anderson Elected to Fill Vacancies

AT the regular December Meeting of the Bird & Son, inc. Directors Mr. H. H. Miller tendered his resignation as Secretary and Treasurer and Director of the company.

Mr. Miller has been in impaired health during the past year. On the advice of his doctor, he has decided not to return to the very active work to which he has been accustomed. He has been associated with the company for a long period, starting February 17, 1902, as Bookkeeper, then as Auditor and Office Manager, and since the incorporation of Bird & Son, inc. in 1918 has filled the offices of Secretary, Treasurer and Director of the corporation. His is a long record of devoted service to this business. We shall all be glad to know that he is to continue with us in an advisory capacity on financial matters as his health may allow.

At the same meeting the Directors elected Mr. A. H. Anderson to fill the vacancies caused by the resignation of Mr. Miller.



IMPROVED FLOWER POT FOR GROWING PLANTS

UNTIL recently, the flower pot most extensively used for a growing plant was a clay pot. Paper flower pots have been used in enormous quantities for many years, (Bird & Son holds the first patent on them, dated 1891) but their use in growing plants has not been wide-spread. They have been used more particularly in shipping plants, or transporting them.

Now Bird & Son has developed the new Neponset Black Flower Pot which actual tests show is superior even to the standard clay flower pots which have always been considered the best. The new flower pot has as its base a waterproofed paper. Over this, inside and out, has been put a special coating which further increases the waterproofness and at the same time makes a smooth surface, ideal for removing plants easily.

To make certain that we were constructing a flower pot which would not only "sound well" on paper, but which would prove its worth in actual use, extensive experiments with thousands of growing plants were carried on by Professor Linus H. Jones of the Massachusetts Agricultural College. Nearly one hundred different types of paper pots were tested, in comparison with the standard clay pots. The result of these experiments was the development of the Neponset Black Flower Pot which has been described above. It was discovered that porosity was not necessary for good growth—that, in fact, a

special waterproof coating could be used as an aid to better growth. One of the most convincing proofs of the value of the new flower pot is an experiment which was made with tomato plants. It was shown that at the end of two months, plants grown in the Neponset Black Flower Pots were farther advanced than those grown in clay pots. Even the color of our new flower pots has real utility. Its blackness helps absorb the heat, and this heat is retained. Experiments show that the average temperature of the soil in our new



Growth in the new Improved Black Neponset Flower Pot, on the left, as compared with the Standard Flower Pot, on the right. This picture was taken after two months of growth under identical conditions

flower pots is considerably higher than in clay pots. If this increase in temperature is not required, growers can keep their greenhouses at lower temperatures and effect a saving on fuel.

The style of our Neponset Black Flower Pots is the same as that which has been in use for a number of years on our standard Neponset Red Flower Pots, and which has proven entirely satisfactory.

In durability, in appearance and in service these new Flower Pots are proving themselves ideal—ideal for the greenhouse grower, the market gardener, and the individual who wants a neat, attractive pot for growing plants indoors.

The new Neponset Black Flower Pot, for growing, will in no way replace the tremendous output of the well established Neponset Red Flower Pot, for shipping. It is expected that the popularity of the latter will continue, on the increase, and that the new product will build up an entirely new market with growers who are sure to appreciate its good growing characteristics, as well as the economy, convenience and ease of handling.

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For the Promotion of

Good Service Good Business

Good Will

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Phillipsdale, R. I.; Chicago, Ill.

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*Ring out, wild bells, to the wild sky,
The flying cloud, the frosty light:
The year is dying in the night;
Ring out, wild bells, and let him die.*

*Ring out the old, ring in the new,
Ring, happy bells, across the snow:
The year is going, let him go;
Ring out the false, ring in the true.*
Alfred, Lord Tennyson.

1931

TO a company with a vision of the future, a depression is not a calamity. It is rather an opportunity for a business to advance and strengthen itself in every way possible. This has been Bird & Son's attitude throughout 1930.

From the dealer's point of view we are better equipped and more ready to offer prompt service in a full line of products than in any previous year. New products have been developed, old ones improved; machinery and methods of distribution have been perfected to the point where we offer dealers and customers better service than ever before.

We realize that the business of those who sell our products is in a measure, our business also, and that for the best results dealer and manufacturer must work hand in hand. This linking of dealer and manufacturer we have tried to increase and strengthen.

1930 has *not* been a year of "pulling in the horns," of scrimping and cutting down; it has been a year of broadening, of real progress. We look forward with courage and optimism into the year 1931.

THE BIRD CLUB DONATION

THE donation of five hundred dollars to relieve suffering in local communities is one of the finest things the Bird Club has ever done. The

banquet will scarcely be missed by the members who enjoy a full year's program of monthly entertainments. The money thus saved and used for charity will be deeply appreciated by those needy families and children who receive it.

Every Bird Club member should feel proud to belong to an organization which is doing such a fine thing.

OUR FRIEND—THE HOSPITAL

THE Norwood Hospital is more than a local hospital. It serves all the surrounding towns as well as Norwood and Walpole. Out of 2272 patients treated during 1929, 999 resided in Norwood, and 461 were residents of Walpole.

43 of these patients were Bird & Son workers, 70 were their wives, and 97 were their children. 14 of the babies born in the hospital were of parents in our employ. In other words, about ten percent of all the patients treated were Bird & Son workers or their relatives.

We are very fortunate in having such a well equipped hospital so near at hand. It means much to the individual's happiness and welfare when ill to be near home and friends. In emergencies, time may often mean the saving of a life.

The high standing of the hospital has resulted in many demands for its service from all the towns in this vicinity. Last year a deficit of \$11,000 resulted in the work of the hospital and each town using the hospital has been allotted its share of the deficit. Norwood's share is \$5,000. Walpole's share is \$2500.

Both of these committees are now making a drive to raise the funds necessary to carry on this fine work. The task is one that needs many a friend and many a dollar. All should have a part in the support of the hospital.

Answers to Questions on Page 6

1. We consume monthly about 2,352,300 kilowatt hours. If this had to be paid for at the rate of 7 cents a K. W. H., it would cost Bird & Son \$164,661.00.

2. From 3 to 5 thicknesses of paper are combined, depending upon the thickness or weight of the board desired.

3. Pie to the printer is jumbled type—and if a column of type is badly pied it may mean hours of work to straighten it out.

4. Our Stiff Leg Derrick is located at Phillipsdale. It is a huge, four-legged machine, used to unload the bundles of rags and shift them around as they are needed. We are running a picture of it in this issue.

5. The large letters on the tank are 7 feet, the small ones 3½ feet.

HEALTH NOTES

"INDIGESTION"

INDIGESTION is not a disease, but a series of complaints which are registered by the digestive apparatus. Nature protests when improper food is taken, or when it is taken in the wrong way or when some part of the digestive system is so diseased that it prevents the normal reception, digestion and assimilation of good food.

Of course, the kind of food and its preparation is important. Even when good food is improperly prepared or poorly served, indigestion may follow.

The way in which one eats is also of equal importance. When the noonday meal is eaten rapidly, say in seven minutes at a lunch counter, it means that the eater is preparing the way for digestive upsets and perhaps disease later in life. According to the "Ohio Health News," seven-minute eaters rarely reach seventy years of age.

Nervous and mental excitement is a frequent factor in the causing of indigestion. It is better not to eat at all or to eat just a small amount, than to try to eat a full meal, when in a hurry or when emotionally disturbed.

As far as real disease of the digestive tract is concerned, there is evidence available that indicates that the stomach is diseased in less than twenty percent of people who experience indigestion. This would place the responsibility either upon improper eating habits, improperly prepared food, or improper food.

Nevertheless the day is past for guessing what is happening in the digestive apparatus when the patient has indigestion. What should be done is to take a good examination if the difficulty exists for an unreasonable length of time.

A few suggestions may help:

1. Find out what foods agree with you and restrict your diet to these.
2. Eat your meals with someone else if possible; be sociable, talk and laugh a lot and see that the surroundings are pleasant.
3. Eat enough to partially satisfy your hunger, but don't stuff yourself.
4. Eat dairy products and fresh vegetables, and fruits at least once a day.
5. It is a whole lot better to go without a meal entirely than to eat when you are depressed or worried.
6. Drink water or other liquids with your meals, but do not wash the food down.
7. Have regular times for your meals and see that you fulfill these important appointments.



LIBRARY NOTES

THE reading of a book is an adventure. When we open a book we do not know whom we may meet or where we may journey. No effort

is required to maintain conversation and no inconvenience of travel experienced. An interview can be brought abruptly to an end, a long journey terminated, to be resumed at will.

New Books:

The Story of San Michele by Axel Munthe—a doctor of mature years whose experiences have brought him in contact with people of distinction in many professions, writes an unusual book which discloses much that he has done in the cause of humanity, as well as many interesting incidents in his eventful life.

Stranger than Fiction: a history of the Jews by Lewis Brown, which carries the reader through their wonderful story from the earliest time to the present.

How to Set Up Production Control for Greater Profit, by Hugo Diemer, gives the benefit of his wide experience of thirty years as to the methods adopted in many of the most successful manufacturing plants in the country.

Fiction:

Adam's Rest
Lighted Windows
These Lords Descendants
Gold Shoe
Blood on the Yukon
Anne Marries Again
Cherokee Trails
Settling of the Sage
Charlie Chan Carries On
Poet and the Lunatics
Cramer Girls

Mellin
Loring
Goddard
Leitz
Hendrix
Hauch
Ogden
Everts
Biggers
Chesterton
Suckow



CREDIT UNION ANNUAL MEETING

A dividend of seven percent on the Shares for 1930 was again voted by the members of the Neponset Credit Union at their annual meeting on November 12th.

Four Directors' terms expired this year: J. H. Smith, A. H. Anderson, B. R. Taylor, and B. H. Bailey. They were unanimously re-elected to serve another term.

The Credit Union has enjoyed a very busy and profitable year. Assets, according to the November report, are now \$120,739.38, an increase of fifteen thousand dollars over last year. More and more Bird & Son employees are coming to realize the advantages of regular savings, handled through payroll deductions. You never miss the money when it is deducted, and it is sure to come in mighty handy in a time of need.

A new Christmas Club is being formed for 1931. It is not too late to join now. Deposits of any amount will be accepted, and the money may be withdrawn at any time, or left to accumulate during the entire year, according to the wishes of the depositor.

Join now—collect when you need the money.

CONGRATULATIONS!

On December 5th Phillipsdale completed a full year without a lost time accident. Congratulations! This is the third plant to complete such a record this year.

Notes From Plants and Offices

MAIN OFFICE AND SALES

Margaret Poff
Alice Clem
Ida Milesky

Sabina Costello
Gladys Noddin
Eva Knoll
Elizabeth Lawson

Alice Fales
Beatrice Severance
John Andrews

We received a long memorandum from L. L. Thompson, Washington Roofing Salesman, this month. In it there were several items of interest to *Review* Readers. He tells about a Roofing Exhibit shown at the New Ambassador Hotel on December 1st. It was arranged by Mr. Kilham, Mr. Ross and Mr. Haley, and was very successful.

He also tells of taking a local architect out to see a "new kind of brick in the market." He took him to a fence, covered

Dolan, Andrews, Doherty, and Anderson. May they repeat these visits often.

Arthur Wilson reminded us the other day that the *Review* hadn't commented on his new job as keeper of the pen points and typewriter ribbons. We apologize for our omissions. Our chief regret is that we didn't think of writing this note sooner—maybe we could have had free admission to all the Harvard games!

After hearing Mr. Bailey describe his Chinese menu the other night, the office girls who are dieting on soup these days are reported to have sent in a request to the restaurant to add Bird's Nest Soup to the menu. We didn't hear about any requests for the 100-year old eggs, though. Perhaps they would be too hearty.



A section of our East Walpole plants taken from the air. No. 2 Box Shop and the Main Office are in the foreground, and the large building in the center is the Maintenance Building. Courtesy of the Baker Supply Company, Cambridge, Mass.

with red Art-Bric Siding, and says of it "Looking at the fence from the sidewalk, few if any people could tell whether it was real brick or not."

Mr. Thompson also tells a good story about our President, P. R. Allen. Mr. Allen and Mr. Thompson went to dinner at one of the fashionable hotels in Washington. The menu read "Grapefruit, 50c." When the bill was presented Mr. Allen objected. A grapefruit was a grapefruit, he said, and not a half of one. Whether the waiter brought out the other half of the grapefruit or refunded the 25c Mr. Thompson does not state.

H. B. Jordan, former flooring salesman who will be remembered by many old timers, is now Southern Sales Manager for the Pan American Oil Co., with headquarters at New Orleans.

Items of interest in the New York Office have been few and far between in the last month or so. All have been busy with their noses to the grindstone, so to speak,—or else burnishing up their binoculars in these dolorous times, endeavoring to make business look brighter.

The brightest spots to report are the ever welcome calls of the several actors on the business stage from the mill—all stars in the various histrionic roles of the departments of sales. Among these, but not "in the order of their first appearance," are Messrs. Sawyer, Rogers, Hale, Traudt, Hicks,

Dimon Merrill has become one of the real sport fans for he has been attending many of the Football games when one should wear a life-belt because of the weather.

W. A. Beaulieu has moved into his new home, English style, which he has just built on Woodland Road. He is now one of the East Walpolites.

Among our new car owners is Anna Roundy who now drives a classy standard Buick Sedan. Watch your speedometer, Anna!

Wesley Ahlgren has recently purchased a beautiful Spanish House in Stoughton. Our Auditing Department seems to go in for these foreign types of dwellings.

Myrtle Mayshaw spent her vacation the first two weeks of November taking day trips in her new Ford.

Alice Conley and Ann Mahoney of the Stenographic Department attended the Harvard-Michigan game recently.

Catherine Dowdie, Margaret Sheehan and Ruth Milliken of the Stenographic and Margaret Crane of Purchasing went horseback riding one Sunday not long ago and reported a very pleasant day . . . but the next day wasn't so "pleasant."

Michael Lasky wanted an extra long Holiday over the 11th and so he went and got himself pinched for speeding way up in Manchester, N. H. We hear he got a nice little fine that put a hole in his bank roll.

Ruth Milliken, Master of Walpole Grange, attended the

Annual State Grange Meeting at Springfield, Dec. 9, 10, and 11th. While there she made the Pinchon Hotel her headquarters.

Some of the girls have been bowling recently. As we haven't heard any loud boasting about scores, we take it that the "champs" are not quite in trim yet.

Mary Stone is attending evening school at Boston University.

Dot Hartig joined the ranks of "Women drivers" by acquiring her license at Norwood, November 24. This puts her out of the "back seat driver" class.

Veronica Sienkiewicz is revealing the serious side of her nature by doing up those blond locks.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran
Herbert L. Badger
Welthea Smith
Herman Nordstrom

John F. Burke
John H. Maguire
Mary Driscoll
John DeCosta

Jack McNeeley, who has been the messenger boy from the Mill office for over a year, has left us to go to Honolulu where he expects to stay for some time. Although he left the office on November 26th, his trip westward was delayed by an accident to the chap who was to accompany him across the continent. Jack was presented with a fountain pen and pencil set and all wish him the best of luck.

Frank Lacivita, the genial messenger boy from the Roofing Plant, has been transferred to the Mill Office.

Jack Bradley reported a very successful duck hunting trip recently. Score: No ducks, one rabbit.

These hunting trips everybody is making seem to provide lots of exercise and free talk, but not much else. Wilbur Fay just got back from one a week or so ago and confessed he didn't bag a thing bigger than a rabbit.

Congratulations to Halburton Dobbins, whose youngest daughter was married on November 11th. Dobby looked pretty special, we hear, in tall silk hat and all the "fixin's."

Peter Folan says first come first served on ordering these Christmas crows. Peter says they run from 3 to 7 pounds at 75c a pound.

We welcome John Muse to our fold as tractor repair man. Yes, Tony Feeney says it is for a hair cut that he makes these frequent trips to the Flats. (Who knows.)

Francis Dockray and Joseph Thomas spent a day on the Cape deer hunting. They claim both kinds were scarce.

Carlos Salvatorelli leaves for Italy December 6th for six months' visit to his family, the first visit in eleven years.

A new power baling press has been installed in the west end of the stock sheds for the purpose of baling corrugated waste from No. 1 Box Shop.

Helvi Lehtonen sang recently with the Leider Quartette at the Pond house. Not every department can boast of a songbird.

Phillipsdale, R. I., Mill

Rexford H. Salisbury
David S. Lowry

John H. Nolan
Leslie E. Howard

Ted Maddern has not yet got used to the ways of the big city. After attending the theatre with his wife they walked the streets for "hours and hours" trying to find the place where he parked his car.

Albert Carlson on October 24 took unto himself a wife. We haven't been able to get any details but we offer our congratulations.

Seven foreman attended the first meeting of the proposed Providence Foremen's Club. They were well pleased with the speakers and also with the coffee and doughnuts.

New radios include George Hawley's Radiola, Johnny Nolan's Baldwin, and Albert Carlson's Carleton. Johnny claims his is a Christmas present.

Helge Holter and Rex Salisbury went to a turkey "carnival" just before Thanksgiving. Both considered themselves unlucky for Holter won a live turkey and Rex won a barrel of

apples. We understand that Holter wants his turkeys dead hereafter, and when Rex goes to a turkey raffle he wants turkeys and not apples.

When Leslie Howard found someone had been stealing his paste he got all excited and has lately been rushing wildly around the mill chasing rats. It has got so now that there isn't a rat that will look him in the face.

All of the boys are talking about the kind-heartedness of Joe Borges. He got out of his car a few nights ago to pick up a poor kitty that was lying in the road—only to find that it wasn't that kind of a kitty. Joe now has a new suit.

Red Harrington recently had his car overhauled and it is very quiet now. He can get within a half mile of the plant before we hear him coming.

Harold Hey went hunting last Sunday and after walking all day came home tired and hungry. When he told he had shot nothing his father displayed a large grey squirrel he ran over with the automobile while going in the yard. (Harold had better hunt in his own yard hereafter.)

Helge Holter seems to be progressing rapidly in aviation. Very often he has his picture in the paper.

We noticed Jim Blessing carrying a large bundle of telephone books around the mill. We are wondering whom he was going to call.

Tony Perry moves quite frequently and each time farther away from the mill. He has now moved to Pawtucket Avenue. He says the exercise does him a lot of good.

Joe Silvia had quite a job painting and papering his house. He thinks it a lot of fun. Cheer up, Joe, this only happens every four or five years!

Francis Hall caused quite a disturbance when he got home the other night. His wife noticed a peculiar odor coming from his coat and upon investigation found four very old squirrel feet in the pocket. Perhaps these have something to do with Red Hey's squirrel.

BOX FACTORIES

East Walpole, Mass.

No. 1 Box Shop

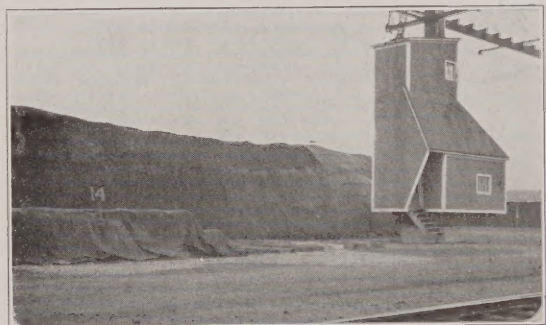
Edward Gronroos
Herbert Lewis

Charles H. Mutch

Ralph Watson
Ralph Farris

Tom Morris has left Bird & Son and is now in the fruit business. Red Curran will miss Mrs. Morris' home cooking.

"Beany" Laminen, formerly of No. 1 Box Shop and Mrs. Laminen, remembered as Catherine Wall, have been heard from. Beany is working in a Buffalo Box plant.



The rag pile at Phillipsdale, covered for the winter, and in the foreground the control room of the Stiff-Leg Derrick, referred to in the Questions and Answers column in this issue

Bill Ford has finished the "prep" course in the Box Shop and is now in the Fibre Case Sales.

We understand that the pigeon Henry Dowdie captured and fattened up for Thanksgiving was insufficient to appease the appetites of himself and John Cook, guest of honor. Henry was not without resources, however, for grabbing his trusty pea-shooter, he neatly drilled several sparrows

who were enjoying their own Thanksgiving before his house. Henry says they tasted pretty good, too, but the feathers tickled his throat.

Many Bird employees were seen at the Norwood Firemen's Ball on November 20th.

That Old Gang of Mine misses another member. Peter Nilson has a new Philco Baby Grand to entertain him evenings, when wintry blasts are blowing without.

While cold weather brings scowls to the faces of most of us, Tony Lewicki is all smiles, because to him it means fishing through the ice. Eh, what, Tony?

Edward Heaver and family visited friends in New Bedford and Fall River over the Holiday week end.

We presume Mary Long had a good turkey feast for Thanksgiving, since she was the winner of a plump bird.

Mike Vitsocir is again living in Walpole, his house being renovated since fire destroyed part of it.

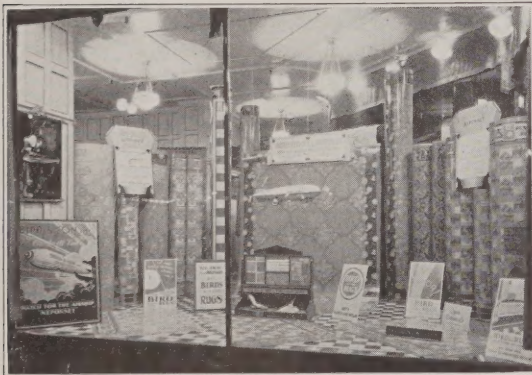
No. 2 Box Shop

Edward Scanlon
Catherine Brady

Christine Sherer
Anna Duffy

Anna Duffy, after reading about the gym classes in last month's *Review*, says she has her own ideas about keeping fit. She has certain nights on which she does her "sitting up" exercises. There was a time when she didn't believe in such things, but now she has changed her opinion. She says sitting up exercises are a great thing if you choose the right party to sit up with.

We welcome Mary Scanlon who has joined the ranks of the Printing Department.



An attractive window display at the store of Hellrung and Grimm in St. Louis. Note the use of the Airship advertising material, which has been given nation-wide recognition, although the ship itself did not leave New England

Mary McKinnon has beauty treatments twice a day, and she might be persuaded to divulge how and why.

November 11th brings back memories to a lot of people, and it will always leave an impression with Frank Meyer—on his nose! It seems that he was acting as referee in a fight between an axe and a piece of wood. Mr. Wood was losing and decided to take a sock at the referee for luck. The summary of the fight was as follows: Axe plus wood equals skinned nose. Mr. Wood retired to a neutral corner after his final sock, and Mr. Meyer counted ten. What he said after he counted ten is not a matter of record.

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

Ralph Kolseth
John White

Charles Savage

Charles Watson
Edward Hiller

Al Whitmore spent the week of the 24th hunting in Maine. We all like deer meat, Al.

Mario Tomasetti must have carried a horseshoe in his

pocket, being very fortunate in winning a turkey for Thanksgiving.

We welcome Julian Smith, formerly of the Main Mill, who is now working in the Finishing Department.

We wonder what Paul Krucas is going to do with the 600 pound pig he has. We are all waiting for an invitation to the feast, Paul.

Ed Wenstrum is now messenger boy at the Roofing Plant in place of Frank Lacivita. Frank is now messenger at the Main Mill Office.

Wm. Murphy is moving back to the old home town of East Walpole from Westwood the 1st of December.

Laurence Galazzi is the last employee on our Service Vacation List. He took his the week of November 24th.

William Bothwell is the proud father of a baby girl born on October 30th.

John Coroski is recuperating from a long siege of sickness. We hope to see you back soon, John.

Salvatore Purpura is also on the sick list but expects to be in the first of the month.

Frank Mori is back to work after a short illness.

Charles O'Connor and Marion Kissell have formed a partnership and are operating numerous traps along the Moose Hill road.

John Conroy, Elmer Ecklund and John Caulfield report a good crop of rabbits around Norfolk. They returned with a full bag last week end.

Already we see signs of Spring at the Roofing plant—one machine was running mulch paper last week.

Antillio Tronti has been appointed conservator of lights. "No more Waste" is his motto.

We are now running multicolored shingles. Roofs already displaying this latest product can be seen on the homes of Mrs. Knox, Rhoades Avenue, and Mrs. Hickey, Walcott Avenue.

Work has been started on a new eight-foot road way leading from the Boiler Room to No. 7 door.

John Conroy's faithful "Flint" has suffered a fatal head bruise. John learns that a new engine would cost less than a new head, so now John walks.

A new 160-foot Test Roof is being erected in the Mill Yard by "Ed" Boulter and his men.

The new arbor on No. 6 winder helps by conserving space in shipping cars.

According to Raymond Call's theory, the men in Norfolk state prison should have a miniature golf course and Austin automobiles. Or in other words they should have a reproduction of Coney Island. This would be a great prison reform, he thinks, and prevent further crime.

After successfully completing a job of grinding valves and cleaning the carbon on his Essex, Ralph Kemp is organizing Kemp and Son's Repair Shop for roller skates, kiddie cars, pushmobiles, etc. Watch for the grand opening!

Milton Beasley is now the proud daddy of three girls. The most recent arrival, Barbara Dianne, is getting along fine.

The fog gets so thick in the morning in Sharon that Warren Kumblad who commutes from Brockton every day finds it necessary to steer a compass course at times. Watch out for the sirens along the way, Warren.

Chicago Mill and Office

C. J. Perrizo

John Matcha

Dell F. Lydon

News about injuries and sickness is never pleasant, but it's "good news" to everyone to know that Bob Brebach and Vi Zimmer are on the job again after their recent illness.

Glenn Young, Eric Gach and Jean DeBerg spent a couple days in Michigan doing some research work in the Built-Up roofing field. L. L. Williams of Muskegon gave them some valuable assistance, and they also called The C. C. James Co. at Grand Rapids with Al Dobbins.

Mr. Hird spent a few days at East Walpole recently.

"Joe" Johnson was laid up for over a week because of injuries received in an auto accident. He still limps a little, but is getting along first rate. For a few days some of us thought there was a new man in the print shop, but it turned out that Joe's newly acquired mustache caused this deception.

A large wheel of Domestic Swiss Cheese was received at the office and divided according to orders placed with Bob DeWar. Everyone proclaimed it marvelous, so Bob will probably be asked to get several more wheels.

Mr. N. N. Turnin and Mr. J. M. Kasatchkoff of Amtorg Trading Corp. were visitors at the plant on November 26th. They are technical paper men and familiar with Bird Machinery, having seen installations in paper mills on the Volga River in Russia.

A son, Edward James, weight 10 lbs., was born to Mr. and Mrs. Ted Moore on November 11th.

We extend our deepest sympathy to Jack Clifford, whose brother recently passed away.

John Matcha is on the sick list, but the latest report indicated considerable improvement.

FLOORING PLANT AND OFFICE

Norwood, Mass., Plant

Lloyd Smith	James Hanley	Lester Evans
Tom Rogers	Lawrence Gammell	Leo Haggarty

The Horse Club held their long-awaited for Fox Hunt on Armistice Day. Robert Barss was the lucky man—the only one at the kill. The boys met at the Sherborne Riding Stables all wearing the Club colors (Black and Blue). The weather was ideal, the horses were feeling their oats and the hounds had no trouble in finding the scent. They led a merry chase through Sherborn, Natick, Holliston and into Hopkinton. Everybody was lame the next day, but declared they wouldn't have missed it for the world. After the hunt dinner was enjoyed at Stagger's Inn.

John Macchi went hunting somewhere in the woods of New Hampshire. He saw the three bears and little Red Riding Hood, but alas, Goldie Locks wasn't there!

Gordon Wilson is the hero. He has captured a full grown mustache not a misplaced eyebrow, but a real he-man one, flowing at the ends and well curled.

Francis Sheehan has invested in a new spot-light for his car. We understand that Francis saw some moving shadows which he mistook for ghosts in a cemetery, and these ghosts chased him all the way home. Hence the spot-light.

According to latest reports, John Pratt is planning to spend a week-end coaxing his car out from behind the coating of mud it has accumulated. Why not stick to the state road, John?

Extra! Extra! Great Catastrophe! Frank Clem had to pay his way into the Firemen's Ball!

Ed Daley, Gordon Wilson, Frank Clem, and Jim Hanley went down to Kingston, R. I., to watch the B. U. R. I. State game. Frank's brother, Carl, played for B. U. and was one of the leading performers.

For some time back Frank Sutherland has been looking for a crutch for his radio set. It seems that one of the legs on the cabinet wrenched its ankle or some such mishap.

Among the leading lights at the Harvard-Yale game were Leon Wilson and Frank Sutherland. They were equipped with a pair of field glasses, whether to study more closely the intricacies of play or to see what other luminaries were there, we cannot say.

Louis Bagley has returned from a bear hunting expedition at Pittsburg, New Hampshire, without any bears but with plenty of good Ripley "Believe it or Not" stories.

Antonio Antonelli has just received his citizenship papers. Congratulations, Tony.

Martin Scampini has found out that overalls are cheaper than dresses, since he has been married.

Axel Hertzberg has completed his garage with the exceptions of the windows and the doors.

Joseph LeBlanc has learned not to leave chocolates in his auto when he parks it in Boston.

CHICAGO OFFICE

G. B. Blackmore	V. D. Szukalla
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The Bridge party given by Ida Mitchell and Mary McWade was a huge success. We are still talking about the wonderful "eats." There was so much that the gastronomical repast

almost proved too great for one set of stomachs to withstand. In fact, Mary and Ida were the only ones who went out for lunch the following day. There was enough for all of us. (They evidently knew what they put in the sandwiches.) It must have been the stenos' lucky day inasmuch as Virginia won first prize, Gladys second, with Lillian Moe and Mary Curran winning third and fourth.



Some of the Walpole High Football players and rooters, gathered in East Walpole square, just before the take-off for the Stoneham game

Mr. Garrison, our new representative taking over Tom Creden's territory, has made rapid progress. Only last month he was at the mill and told us of his various duties and experiences. He said he was assigned to the job of cleaning all the electric lights in the finishing rooms and shall always think it was to make the inspection of goods more efficient. That's the right spirit, Clark! However small the task, it's the little things that promote the greater ones. Clark Garrison is now travelling part of Missouri and Kansas and we of the office wish him success.

Jim Campbell is travelling part of Michigan; namely, the territory handled by G. H. Exline, while Mr. Exline is at the mill. Mr. Campbell recently reported that the steering apparatus on his baby Lincoln fell off in Benton Harbor. Imagine his embarrassment! Well, Jim, that's better than having the entire chassis missing and just having your "Body by Fisher" left.

A few months ago we spoke with all confidence that Mrs. Wittleder would make a name for herself in the tennis field. Well, here she is—ranking fifth in the Chicago Championship Singles and third in the Doubles. She is modest about it so we'll do the shouting. Three cheers for "Witty"!

In the last *R. view* we spoke of C. E. Rosenbury having a Neponset rug in use for over eight years. We have received another report as follows: "The John Beno Company of Council Bluffs, Iowa, had a complaint from a customer on some inlaid linoleum. The lady was angry at the way it had been laid. She returned to Beno's to have it adjusted rather than going somewhere else as Beno's had sold her a Neponset rug eight years ago which was still as good as new and she felt that if they carried that sort of merchandise there must be some mistake which they would rectify." We would like to hear from more dealers regarding long life and satisfaction from Bird floor coverings.

Cliff Hodes spent a few days recently calling on dealers in St. Louis with S. R. Reid, our St. Louis representative.

Mr. D. H. Pulford of DeWitt-Seitz Company visited our office around the first of November. We are always glad to receive visits from our dealers.

We have enjoyed visits from Messrs. F. W. Jakel, E. A. Smith, J. A. Petitclair and R. A. Kent.

We hear frequently from Bill Dunn, who is traveling with Mr. Knapp, our southern representative.

Our "Three Musketeers," Sadie, Gladys and Virginia, are still training at the Y. W. C. A. for a swimming marathon. They report the progress is great, and that Glad can do the hand stroke the length of the tank without the use of wings or being helped out with a hook.

On October 14 (the day before pay day) Jim, Val and Cliff invited the girls from the office to their apartment to prove their skill as cooks. The menu was—ham, cheese, beans, potato chips, hot rolls, olives, pickles, coffee (with *real* cream), cookies and ice cream. There were eleven present, and we had four plates to eat from, five cups, eight knives and six assorted spoons, so it was a matter of survival of the fittest. The boys were real hosts though and we had a very enjoyable time. We found out, too, that their room mate, Bill Lancaster, is all they say he is and hope to meet him again real soon.

C. A. Boiteau advises us that he just escaped the cyclone in Bethany, Oklahoma, by three miles. He states it was a terrible sight to see a thriving town so completely demolished. We are glad to know Mr. Boiteau rendered his assistance by helping to remove the injured from the devastated region. Thanks for the pictures of some of the scenes in the stricken area. It is hard to believe so much damage could be done by the "twister" in such a short time.

We wish to extend our sympathy to Mr. and Mrs. C. E. Tyson upon the death of Mrs. Tyson's father.

Trying to work up an appetite for Thanksgiving, a number of the "office gang" went ice skating at the Chicago Stadium. This event will be remembered for quite some time as even now a few of us still have stiff joints, etc.! Val (from Dallas) proved to be a good skater and although Cliff tried to tell us he had never skated before he outlasted the entire group. Lillian Moe saved the day for the girls by making up in skill for what the rest of us lacked.

Mr. Tyson very graciously invited Val Coerver and Cliff Hodes to his home for Thanksgiving dinner, which was greatly appreciated by them inasmuch as they are both out-of-town boys. They report having a very enjoyable time and want to thank Mr. Tyson for the tips on how to play bridge.

We are glad to see Bill Dunn back in the office again after spending a number of weeks travelling in the territories covered by Knapp and Kent. The Weather Man seems to be trying to play a joke on Bill. From 72 degrees to 5 above zero is quite a difference.

Visitors at Our Plants During November

East Walpole and Norwood Mills

Mr. Augustine, Kitchener Box Co., Kitchener, Ont., Canada.

Mr. A. Stuart McLean, Dominion Rubber Co., Canada.

Mr. Jos. L. Loveday, The Loveday Rfg. Co., Torrington, Conn.

Mr. Jere Murphy, Naugatuck Lbr. Co., Naugatuck, Conn.

Mr. Harry Drazen, Drazen Lumber Co., New Haven, Conn.

Mr. James T. Doyle and daughter, Auburn, N. Y.

Mr. J. J. Dollinger, Newark, N. J.

Messrs. Bush, Bosworth, Schwartz and Stapley, Chemical Paper Mfg. Co., Holyoke, Mass.

Mr. McKean, Factory Superintendent, American Electrical Works, Phillipsdale, R. I.

Mr. Ingerson, Secretary American Electrical Works, Phillipsdale, R. I.

Mr. Fogg, Electrical Engineer, American Electrical Works, Phillipsdale, R. I.

Mr. Harry S. Hubbell, United Shoe Machinery Co.

Messrs. C. D. Knowlton and S. G. Robinson, Hoague-Sprague Corp.

Messrs. H. S. and W. E. Labombard, International Paper Box Machine Co.

Mr. C. R. Howard, Sales Manager and Mr. Williams, Promotion Engineer, Lewis Mfg. Company.

Mr. G. R. Studebaker, John A. Manning Paper Co., Inc., Troy, N. Y.

Mr. E. O. Benson, Certain-Teed Products Co.

Messrs. Mills and Woodford, Remington Arms Co., Bridgeport, Conn.

Mr. A. W. Chase, Foxboro Company.

Messrs. E. M. Hawkins and A. M. Claffee, M. D. Knowlton Co.

Mr. McDermott, Franklin, Mass.

Messrs. Grubb and Hinze, Du Pont Company.

Messrs. Stevenson, Stevens and Richardson, A. D. Little, Inc., Cambridge, Mass.

Mr. Bronstein, Brockton.

Six Doctors from the Harvard School of Public Health:

I. C. Fang, M. D., Ministry of Health, Nationalist Government, China.

Dr. Frank Swoboda, Prague, Czechoslovakia.

Dr. Eugen Rasmeritza, Ministry of Health, Bucarest, Rumania.

Dr. Alfred Khaum, Vienna, Austria.



Eminent Doctors from all over the world, who visited our plants last month, Left to right, they are: Dr. I. C. Fang, China; Dr. Frank Swoboda, Czechoslovakia; Dr. Eugen Rasmeritza, Rumania; Dr. Alfred Khaum, Austria; Dr. G. L. Batra, India; and Dr. H. W. Stevens of the Harvard School of Public Health

Dr. G. L. Batra, Assistant Director Public Health, Bengal, India.

H. W. Stevens, M. D., Harvard School of Public Health, Boston.

Chicago Roofing Plant

Jim Burton, Burton Roofing Co., El Paso, Texas.

Mr. H. H. Henry and Mr. E. H. Messenger, of Oak Park, Ill.

Mr. Hock and Son, Fidelity Roofing Co., New Albany, Indiana.

Mr. W. R. McNeil, of Montreal, Que.

Mr. Frank Young, Logansport Roofing Supply Co., Logansport, Ind.

Mr. George Hinman, Hinman Bros. inc., Lincoln, Nebraska

VETERANS' SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during December, 1930 and January, 1931, and of those who complete twenty or more years' service during those months.

December

Years

August Hilderbrandt	12-23-1889	Paper Mill	41
A. R. Jenkins	12-13-1894	Flooring Plant	36
Harry Mann	12- 1-1901	Experimental	29
Robert Roy	12-27-1905	Roofing Plant	25
Dennis Broderick	12-20-1906	Janitor	24
David Heylin	12-21-1906	Paper Mill	24
Michael White	12-10-1907	Paper Mill	23
J. S. Robertson	12- 7-1908	Traffic Department	22

Wilbur C. Fay	12- 9-1908	Maintenance	22
Frank Whitehead	12-19-1908	Maintenance	22
S. J. Reardon	12-16-1915	Box Shop	15
Joseph D. McGregor	12-16-1915	Roofing Plant	15
Patrick Feeney	12-17-1915	Roofing Plant	15
Victor Makela	12-24-1915	Roofing Plant	15
John Burhoe	12-27-1915	Power and Steam	15
Patrick Daley	12-29-1920	Flooring Plant	10
Arthur B. Colburn	12- 1-1925	Box Shop	5
C. D. Hurtt	12-14-1925	Roofing Sales	5
Warren Kumblad	12-28-1925	Roofing Plant	5

PHILLIPSDALE

Thomas Henderson	12-14-1894	36
Frank Mello	12-14-1915	15
Adolph Adamonis	12- 8-1920	10
Antonio Nunes	12-10-1925	5

CHICAGO

Joseph A. Miller	12- 1-1909	21
Ransom Little	12- 1-1925	5

CHICAGO SALES CORPORATION

Wilbur F. Bagley	12- 1-1925	5
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January

Henri Davenport	1- 1-1898	Assistant Treasurer	33
Carl V. Smith	1- 1-1901	Paper Mill	30
F. W. Welch	1-16-1901	Box Shop	30
Joe Knaus	1-24-1902	Paper Mill	29
May Gardner	1-26-1902	Main Office	29
Robert Morse	1- 7-1907	Box Shop	24
Daniel Reardon	1- 7-1907	Paper Mill	24
Dennis Lowney	1- 9-1907	Paper Mill	24
Michael Smith	1- 9-1907	Maintenance	24
B. D. Rogers	1-21-1907	Labor Bureau	24
George L. Towle	1- 7-1916	Box Shop	15
B. F. Copeland	1-16-1916	Box Sales	15
G. E. Pendergast	1- 5-1921	Roofing Sales	10
Mary C. Kelliher	1-31-1921	Main Office	10
Nora Feeney	1- 8-1926	Box Shop	5
John Connelly	1-11-1926	Flooring Plant	5
Clarence Russell	1-11-1926	Flooring Plant	5
Mary Clancy	1-16-1926	Main Office	5
Walter Sword	1-26-1926	Flooring Plant	5

PHILLIPSDALE

Rexford Salisbury	1- 6-1909	22
Antone Andre	1-22-1926	5

CHICAGO

Edwin Baldwin	1-19-1921	10
Clarence J. Perrizo	1-20-1926	5

E. M. B. A. MEETING

ON Tuesday, January 13th, the Bird & Son, Inc. Employees' Mutual Benefit Association will hold its annual meeting at 8 P. M. in the Lunch Room, back of the East Walpole Brigade Room.

Officers will be elected and regular business transacted.

The following members have been nominated for officers for 1931, and will be voted on at the meeting:

President: Halburton Dobbins, Eugene L. Connolly, Herbert C. Jepson.

Vice-President: Ralph M. Wight, James J. Geary, Howard S. Whitney.

Treasurer: John J. Linnehan, Lester G. Evans, J. Harold McNeeley.

Secretary: Albert W. Smith, George E. Smith, Welthea M. Smith.

Investigating Committee: Edward I. Geraghty, John Maitland, Helen E. Randall, Lyman Small, Frank Whitehead, Ruth E. Arel, James W. Hammond, Dan Jones, Frank L. Murphy, John H. White. (Five to be elected.)

Nominating Committee: Bernard H. Bailey, Herman L. Barker, John N. DeCosta, William F. Murphy, Herbert A. Schaier, Arthur V. Wilson. (Vote for three.)

SUGGESTIONS

AT the meeting on November 5, the following suggestions were accepted in the class representing savings in manufacturing costs, and given an award of \$10 each:

Gelatine Paper for Miehle Presses Arsene Marchand, FXR
Extra Belt on Conveyor Table Edgar Ross, FXC

The following were accepted in the class representing those of intangible value and given an award of \$5 each:

Deckle Pans Albert Carlson, DPP
Friction Belt Tightener on Shingle Machine Counter

Method of Keeping Sinks from Being Chipped John Caulfield, FBM

Gauge for Pull Rolls Gordon Clark, FFM
Tin under Grating at Combiners Walter Cyr, FBF

Longer Pipes with Cotter Pin Holes for Ovens Eric Eklund, FXR

Extend Countershaft Guptill Fillmore, FFM
Change Drive of DMPM5 Wet Felt Conditioner Ruel Fulton, FBP

Air Hose on FXBM4 Leroy Gardner, EMM
Method of Caring for Hot Water from Exhaust Steam Leslie Hall, FXB

Change Method of Handling Waxer Rolls John Lydon, FXR

Method of Operating Dry Rack Lever Everett Rockwood, FFM

Handles on Guard Covers Michael Silvestri, FBP
Union Elbows on Wider Pipe Ralph Simmons, FBP

John Caulfield, FBM, and Edgar Ross, FXC, were awarded an additional award of \$10 each for having had five suggestions accepted.

SUGGESTION COMMITTEE HAS

NEW INVESTIGATOR

FRANK W. FISHER, Mill Inspector, has been appointed special investigator on the Suggestion Committee, replacing Harry Mann, whose entire time for a considerable period has been spent on experimental engineering.

Mr. Fisher will investigate all the suggestions entered and report on them to the committee at its monthly meetings. He will also be very glad to help any man in making suggestions, or if requested, will help write out the suggestions of those workers who find it hard to explain fully just what they want to suggest.

"Are you John A. VanDorky?" asked the young man beside the cloak rack.

"No," was the surprised reply.

"Well, I am," came the frosty rejoinder, "and that is his slicker you are putting on."

Bob: "What's a tailspin?"

Bert: "It's the last word in aviation."

WITH THE SOCCER TEAM

SINCE our last edition the Bird & Son Soccer Team has engaged in four important Boston and District League games. Two resulted in victories over leading teams that threatened to displace us from a play-off position for championship honors. The other two were defeats.

Bird & Son, 0—Clan McGregor, 3.

Bird & Son, 2—Needham, 3.

Bird & Son, 5—Norwegians, 1.

Bird & Son, 4—Dorchester, 3.

This leaves Bird & Son in second place to Clan McGregor, with Beacon Oil and the Norwegian A. A.'s next. The defeats are definitely attribut-

BOWLING

ALL the Bowling teams are going full tilt now, with scheduled matches every week. The season is about half over, and the standing as of December 5th shows the No. 2 Box Shop leading League A and Roofing Shipping leading League B.

High Individual Single String is held by Ernest Koebe with the score of 127; Ernest Koebe and Edward Hall are tied for High Individual Three String: their totals are both 319. No. 2 Box Shop is High Team Single String, with 510 as a total, and Roofing Shipping with a total of 1472 holds High Team Three String honors.



The completed Warehouse, constructed entirely by men from our own plants. Large quantities of rugs are already stored in this building. Just around the left hand corner of the building is a large loading platform where trucks can be loaded quickly. Rugs which are to be shipped by freight are hauled to the shipping rooms by tractors like those shown in the picture.

able to injuries, Harry Sansom, Sidney Sansom, Harry Benson, Sam May and W. McKenna being on the sidelines during one or all of the four games. The inclusion of Archie Campbell, fullback from Clan McGregor, has helped considerably.

BIRD'S BRIDGE CLUB

THE first meeting of the Bird's Bridge Club was held in the Girls' Club Room on October 29, 1930. Officers for the year were elected and new amendments added to the by-laws.

A cordial invitation was extended to all girls of Bird & Son and to their friends, to join and become regular members.

At the meeting held on November 19th, Veronica Makarevich of the Stenographic Department won first prize, and Allie Sorjonen of the Finishing Mill, consolation prize. Several new members were present at this meeting.

The officers for the year, elected at the first meeting are: Eva Knoll, President; Marie Dornig, Vice-President, Edith Goodwin, Secretary; and Ann Kelliher, Treasurer.

We give the League standings as of December 5th:

LEAGUE A	WON	LOST	PERCENT
No. 2 Box Shop	17	3	.850
Roofing Machines	16	4	.800
Rug Finishing	14	10	.583
Box Shop Shipping	12	12	.500
No. 1 Box Shop	10	10	.500
Finishing Mill	8	12	.400
Flooring Finish	4	16	.200
Roofing Electricians	3	17	.176

LEAGUE B	WON	LOST	PERCENT
Roofing Shipping	16	4	.800
Accounting	18	6	.750
Electricians	12	8	.600
Paper Machines	11	13	.460
Flooring Machines	10	14	.416
Maintenance	6	10	.374
Credit	3	21	.125

ACKNOWLEDGEMENT

We gratefully thank our friends at Bird & Son, inc. for their kind expressions of sympathy during our recent bereavement.

Daniel F. Reardon and family.



BIRD PRODUCTS

Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt American Twins Thick Butt NEPONSET Double Twins
American Double Twins Hex-Twins Lock-Butt Individuals
Super Twins (Thick Butt) Giant Individuals Custom Built Shingles

BIRD Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Old Reliable Universal

BIRD Building Papers

NEPONSET Black Saturated and Coated American Economy
Refrigerator Insulating Paper Mulch

BIRD Wall Board

NEPONSET Board, Cream White American Board

BIRD Specialties

Asphalt Felt Paroid Built-up Roof BIRD Deadening Felt
Plastic Cement Roof Coating
BIRD Insulating Board Art-Bric Siding

Flooring Division

BIRD Rugs BIRD Floor Coverings BIRD Tile Flooring
BIRD Rug Border BIRD Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases BIRD Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes
Flower Pot Covers

Special Paper Division

Standard Pressboard — Rocket and Torch Paper
Dry and Waterproof Felt Papers for Special Purposes

BIRD & SON, inc.

Established 1795

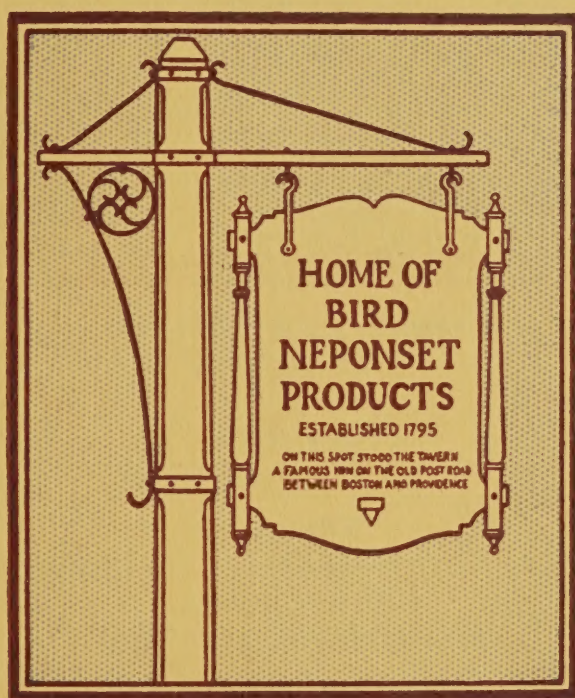
EAST WALPOLE, MASS.



{List of Bird Products on Inside Back Cover}

BIRD'S *Neponset* REVIEW

Planned and Edited by Employees of
BIRD & SON
INCORPORATED
East Walpole, Mass.



VOL. XIX NO. 2

FEBRUARY 1931



Established 1795

BIRD & SON

(incorporated)



East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.
Phillipsdale, R. I.

Box Factories
East Walpole, Mass.

Flooring Plant
Norwood, Mass.

Roofing Plant
Norwood, Mass.
Chicago, Ill.

Officers

President, PHILIP R. ALLEN
Vice-President, GEORGE R. WYMAN

Vice-President, ELMER H. BARTLETT
Sec. and Treas., AXEL H. ANDERSON

Directors

PHILIP R. ALLEN
AXEL H. ANDERSON
ELMER H. BARTLETT

CHARLES S. BIRD, JR.
GEORGE D. DUTTON
GEORGE C. LEE

JOHN R. MACOMBER
HOWLAND TWOMBLY
GEORGE R. WYMAN

SALES

Paper Sales Division
Vice-Pres. and Mgr.
E. H. BARTLETT

Roofing Sales Division
Manager, P. H. BAILEY
Eastern Mgr., W. E. HALE
Southern Mgr., A. D. KILHAM

Box Sales Division
Manager, C. H. ANDREWS

EXECUTIVE

Asst. to Pres., R. C. FLOYD
Treasurer and Comptroller,
A. H. ANDERSON
Asst. Treas. and Credits, D. E. MERRILL
Asst. Treas., H. E. DAVENPORT
Auditor, W. C. AHLGREN
Purchasing and Traffic, A. H. RUSSELL
Assistant, M. J. HAWKINS
Labor Bureau Manager, B. D. ROGERS

Research

Director of Research, G. R. WYMAN
Assistant, E. M. LINES
Chief Paper Div., E. L. CONNOLLY
Chief Flooring Div., J. E. GRAHAM
Chief Box Div., J. B. MAGUIRE

MANUFACTURING

Vice-Pres. and Mfg. Mgr., G. R. WYMAN
Staff Engineer, B. H. ROBERTS
Manufacturing Staff, P. N. HILLS
Gen. Supt., E. Walpole, C. W. CONRAD
Supt. Paper Div., R. A. WILKINS
Supt. No. 1 Box Factory, R. L. TUPPER
Supt. No. 2 Box Factory, W. S. JACKSON
Supt. Felt Div., T. G. HENDERSON
Supt. Flooring Div., R. M. WIGHT
Supt. Norwood Rfg. Div., E. L. CHAMBERLAIN

WESTERN ROOFING DIVISION

Manager, F. H. HIRD
Sales Manager, W. W. WILSON

Superintendent, J. G. YOUNG

Branch Offices

Boston, New York, Chicago

Warehouses

EAST WALPOLE, MASS., NORWOOD, MASS., CHICAGO, BROCKTON, MASS.

FLOORING SALES DIVISION

Bird and Son Sales Corporation

President P. R. ALLEN

Vice-President and Sales Manager, H. E. SAWYER, JR.
Sec. and Treas., A. H. ANDERSON

Eastern Mgr., W. B. ROGERS, JR.

Western Mgr., R. W. WESTCOTT

Branch Offices

Boston, New York, Chicago

Warehouses

ATLANTA, BALTIMORE, BIRMINGHAM, BROOKLYN, CAMDEN, CHICAGO, CINCINNATI, CLEVELAND, DALLAS, DAVENPORT,
DENVER, DETROIT, EAST WALPOLE, GRAND RAPIDS, HOUSTON, INDIANAPOLIS, KANSAS CITY, LOS ANGELES,
MEMPHIS, MILWAUKEE, NEW ORLEANS, OKLAHOMA CITY, PITTSBURGH, PORTLAND, OREGON,
RICHMOND, SAN FRANCISCO, ST. LOUIS, ST. PAUL, SEATTLE, SIOUX CITY

BIRD'S NEPONSET REVIEW

Vol. XIX

February 1931

No. 2

GRAND SUGGESTION AWARDS FOR 1930

Eight Men Receive Substantial Checks for Their Ideas



Winners of the Special Suggestion Awards for 1930. Top row: David Camack, Flooring; Austin Quackenbush, Flooring; Oscar Saterdal, Roofing; John H. White, Roofing. Bottom row: Lloyd Smith, Flooring; Guy Hoyt, No. 2 Box Shop; Harold Mc Neeley, Engineering; Ruel Fulton, Roofing.

JANUARY 20th was an important day in the lives of the eight men who were the recipients of the special additional suggestion awards for the most valuable suggestions made during 1930.

The men met in the Brigade Room, with Mr. Allen, Mr. Wyman, Mr. Conrad and Mr. Rogers, and received their checks, the congratulations of the company, and the personal congratulations of these officials. Mr. Allen said that each year he became more and more convinced of the merits of the Suggestion plan, and that he hoped that the men who had received the awards this year would continue to set the example for others.

At the conclusion of his talk, Mr. Allen gave out checks as follows:

The First Grand Prize of \$100 went to David Camack, Night Watchman at the Flooring Plant, for his suggestion regarding the Care of the Paint Boxes at night on the Machines.

The Second Grand Prize of \$50.00 went to Austin J. Quackenbush of the Flooring Finishing Department for a suggestion regarding Tracks for the Cutter and Inspection Tables.

The Third Grand Prize of \$25.00 went to Oscar

Saterdal of the Roofing Power and Steam Department, for his suggestion on Baffle Walls in the No. 5 Boiler.

Besides these prizes each of these men won a Special award on the same suggestions: David Camack, \$100.00; A. J. Quackenbush, \$75.00; and Oscar Saterdal, \$50.00.

Other special awards were made as follows:

John H. White, Roofing Maintenance, \$50.00 for a suggestion made in 1929 which did not show any great savings until the development of Art-Bric Siding this year.

Harold McNeeley, Main Mill Maintenance, \$25.00 for his suggestion on the Method of handling Shingle Boards.

Guy Hoyt, Shoe Cartons Department, \$25.00 for suggestion on Improved Method of Printing Lambertville Cartons.

Lloyd R. Smith, Flooring Undercoat Department, \$25.00 for a suggestion on the use of a 5-inch Gum cloth for splices.

Ruel Fulton, Roofing Machines, \$15.00 for a suggestion on a Half-Basket Paper Guard.

A LETTER FROM THE EXECUTIVE OFFICE

(The following letter is being sent to all Bird & Son executives and department heads, and is being posted on every bulletin board. It is one of the most important messages ever issued from the President's office, and offers the very greatest of opportunities to the alert men and women in our organization.—Editor's Note.)

To All Members of the Bird & Son Organization:

General business conditions compel us to do every last thing to make 1931 a profitable year. We want to keep our normal force working every day possible. We will not cut wages or salaries except as a last resort.

We are out to increase our running of regular products by drafting from other Departments the best men temporarily available to help in an intensive selling campaign to increase sales to our present dealers and to get new or better dealers. Times like these make real opportunities for new or improved products or methods in manufacturing and sales.

There never was such an opportunity in our own business for men with ideas. Every man has the chance today, if he can suggest an improvement in method or product, or a new product, to become a marked man for advancement. Merit, so far as human judgment will allow, has always been the only basis in this Company for advancement. Every man in this business is being checked as to his particular fitness for the job. If any man slackens or fails to "grow" in his job, the "marked man" who has shown initiative and creative ability will naturally and surely take his place. This applies to every single official, every department head, every foreman and every worker. Now let's go to it and make every hour of every working day count.

A new asphalt felt type of product that would increase our roofing and floor covering sales would mean more days running at both the Norwood Plants and Phillipsdale; a new type of box or boxboard product, a new product in paper, displacing something now made of wood or metal, a special paper for a new product, would make more days running for the Paper Mills.

Ideas are among the most valuable things in the world. Necessity has been called "the mother of invention." The necessity that is upon us today of getting business to keep these mills running, I am sure, will incite all of our minds to bring out ideas and suggestions of value for the Suggestion Committee and the Management to consider.

Philip A. Allen

President.

January 29, 1931.

MONTHLY SUGGESTION AWARDS

AT the meeting held on December 3, the following suggestions were accepted:

Class 2:	
Change Speed on FXGM31, 32 and 33 Tape Heads	John Barrett, FXG
Class 3:	
Return Line to No. 4 Trap Pit	Gordon Clark, FFM
Method of Storing Rug Tubes	Felix Counter, FFR
Use of Cotton Rope Mops	Carl Gustafson, FFSM
Change Gate over FBB Elevator	William Letts, FBQ
Bar between Both Stands of 1st Stack	Herman Nordstrom, DMP
Install Scraper on Undercoat Machine at FF	Patsy Sansone, FFD
	Ralph Simmons, FBP
Irons for Jogging Boxes	William Walker, FFN
Hook for Lowering Hard Pitch into Melting Tank	Albert Whitmore, FBV
Silicate on Floor around Shingle Conveyor	

Patsy Sansone, FFD, was granted an additional award of Ten Dollars, as he has had five suggestions accepted.

The following 1930 suggestions were considered during January, and accepted in the class representing savings in manufacturing cost, receiving an award of \$10 each:

Silicate Wipers for FXCM1	John Goonan, FXC
Improved Method of Printing Lambertville Cartons	Guy Hoyt, FXR
Standardization of Slitter Knives and Holders	William Koehler, EF
Baffle Walls in No. 5 Boiler	Oscar Saterdal, FBR

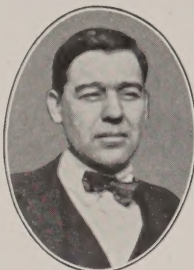
The following were accepted in the class representing intangible value, receiving an award of \$5 each:

Extensions on Guides on FXGM4	Laurence Blatchford, FXG
Wire on Broken Hammer Handles	Byard Bennett, FXR
Enlarge Figures on Rolls	C. A. Delphy, FBV

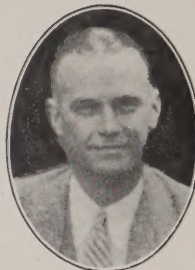
Mr. Ernest A. Hill, special writer for the Boston Globe, with forty years experience as a reporter will also talk, telling about some of the most spectacular fires he has "covered" as a reporter. Following the meeting in Bird Hall, the men will adjourn to the Brigade Room for refreshments in the form of coffee and doughnuts served by Holman.



*At left Axel H. Anderson,
Secretary-Treasurer, and
Comptroller.*



*At left: Charles W. Conrad,
General Superintendent.*



*At right: Benjamin H. Roberts,
Manufacturing Staff
Engineer.*

RECENT CHANGES IN OUR PERSONNEL

DURING the past few months several changes have taken place in our organization because of resignations and promotions.

Taking the place of Mr. H. H. Miller, who resigned because of ill health, Axel H. Anderson was elected Secretary-Treasurer and Comptroller. Mr. Anderson first came to work for Bird & Son in 1918 as Auditor. Upon the resignation of Mr. D. A. Chase two years ago, he took over the duties of Comptroller and in December of this year, he was elected to fill Mr. Miller's place. Wesley C. Ahlgren has been promoted to Auditor.

During the latter part of last year Stephen W. Smith resigned his position as Superintendent of the Paper Mill. He started work here on June 8th, 1900, and after working about three years in the Paper Mill Office, he was transferred to the Beater Department and in 1907 was promoted to Foreman of the Beater Rooms. On March 1, 1918 he was promoted to Superintendent in charge of the Paper Mill and Box Factories. Mr. Smith is now with the Brown Company, Berlin, N. H., large paper manufacturers, where he is acting as consultant in their Paper Mill Division.

In the latter part of December Mr. S. B. Montgomery, Assistant Manufacturing Manager, withdrew to resume the practice of law with the firm of Powers & Hall, Boston. Mr. Montgomery started with Bird & Son in 1920 on patent and legal work, and within a short time was promoted to Assistant Manufacturing Manager, which position he held until his withdrawal.

These vacancies brought about several promotions at the East Walpole Plant.

Mr. Charles W. Conrad was advanced to General Superintendent in charge of all manu-

facturing and engineering operations at East Walpole. Mr. Conrad joined Bird & Son in June, 1920 as Plant Engineer. It was under his direction that additions to the power plants at both East Walpole and Phillipsdale were constructed, the high pressure steam line to the Norwood Plants, the motorization of all the paper mill machinery completed, and all new construction carried on, including the major portion of our Norwood Flooring Plant and the large Engineering Laboratory Building at the Main Mill.

On January 1st Mr. Ralph A. Wilkins was promoted to Paper Mill Superintendent. Mr. Wilkins came with Bird & Son as Assistant Superintendent of the Paper Mill in 1923, and has held that position until his recent advancement.

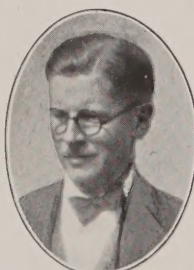
On July 1st, 1930, Mr. Benjamin H. Roberts was transferred from the Chicago Division to become Manufacturing Staff Engineer. Mr. Roberts started with Bird & Son at the Chicago Plant as an engineer in 1921. Before his transfer to East Walpole he was Manufacturing Manager of the Western Roofing Division.

On January 1st William S. Jackson was appointed Superintendent in charge of No. 2 Box Factory to fill the vacancy of Mr. Samuel W. Gladding who resigned. Mr. Jackson came to work in our Credit Department in 1921 and from there was transferred to the Manufacturing Division of No. 1 Box Factory where he had been Assistant to the Superintendent. In April, 1928 he was transferred to No. 2 Box Factory as Assistant Superintendent under Mr. Gladding.

Mr. Gladding has accepted a responsible position as Assistant to the Manager and Owner of the S. R. C. Box Co. of Palmer, Mass.



*At left: Ralph A. Wilkins,
Paper Mill Superintendent.*



*At left: William S. Jackson,
Superintendent of No. 2
Box Shop.*



*At right: Wesley C. Ahlgren,
Auditor.*

THINKING SAFETY REDUCES ACCIDENTS

FROM 120 lost-time accidents in 1926 to 19 in 1930 is the Safety Record of the Bird Plants. Study the charts below. Notice how the shaded spaces increase as we become safety-minded.

1927

PLANT	No. of Men	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Total Accidents To Date This Year	Total Accidents Corresp. Period Last Year
Paper Mills	233	1	1	1	1	1	3	1	4		1		1	15	19
No. 1 Box Shop	192	1	1			1	1			5	2	1		12	16
No. 2 Box Shop	138		2	1	2		2		1	1				9	12
Engineering	154	1		1	1	1	1	1	1		2	1	1	11	15
Floor Covering	313		4		2	3	4	1	4	1	1			20	18
Bldg. and Roofing	218	3	2		1	1		1	1	3	1			13	21
Phillipsdale	159			1		2						1		4	7
Chicago	100	1	1		3		2	1		2		1	1	12	12
TOTALS	1507	7	11	4	10	9	13	5	11	12	7	4	3	96	120

1928

PLANT	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Total Accidents to Date This Year	Calendar Days Since Last Accident
★ Bldg. and Roofing													0	13
Phillipsdale		1	1										2	4
Floor Covering		2		1		1		2	1				7	20
No. 2 Box Shop		1	1			1							3	9
Paper Mills		2	1					1		1	2		7	15
Chicago		1					2						3	12
No. 1 Box Shop		2	1	1	2	3	1						10	12
Engineering		3		2			2		1				8	11
TOTALS	8	6	3	5	3	2	5	2	3	0	1	2	40	96

1929

PLANT	No. Emp.	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Total Accidents to Date This Year	Calendar Days Since Last Accident
Roofing Plant	224									1		1		2	0
★ No. 2 Box Shop	95				1									1	3
Flooring Plant	265							1	1		1	1		4	7
Paper Mills	263	2		1				1	2					6	7
No. 1 Box Shop	187	1		1		1		1		1				5	10
Phillipsdale	146			1				1		2	1		2	7	2
Engineering	144	1			1	1	1		1	1	3			9	8
Chicago	95			2		3			1	1				7	3
TOTALS 1929	1419	4	0	5	2	5	1	5	4	6	5	2	2	41	40

1930

PLANT	Av. No. Emp.	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	Total Accidents to Date This Year	Calendar Days Since Last Accident
★ Chicago	98													0	7
Phillipsdale	130													0	7
Engineering	131										1	1	9	9	
No. 2 Box Shop	87	1										1	1	351	
Flooring Plant	254	1		1	1	1						4	4	211	
No. 1 Box Shop	173	1		1	1							3	5	275	
Roofing Plant	218						1	1		1	1	4	2	16	
Paper Mills	230			1	1		1	2				5	6	151	
TOTALS 1930	1324	3	0	1	4*	2	1	2	2	1	0	1	2	19*	41

Indicates No Accidents * Includes April Warehouse Accident ★ Division Holding Safety Trophy

ANNUAL MEETING OF BENEFIT ASSOCIATION

WITH one exception, the officers elected for the year 1931 in the Bird & Son inc. Employees' Mutual Benefit Association are the same as the list for 1930. James J. Geary replaces E. L. Connolly as Vice-President. The complete slate of officers is as follows: President, Halburton Dobbins; Vice-President, James J. Geary;



Newly-elected officers of the Employees' Mutual Benefit Association. Left to right: J. J. Linnehan, Treasurer; A. W. Smith, Secretary; James J. Geary, Vice-President; Edward J. Geraghty, Chairman Investigating Committee; Halburton Dobbins, President; Frank Whitehead, Helen E. Randall, Lyman Small and John Maitland, all members of the Investigating Committee

Secretary, Albert W. Smith; Treasurer, John J. Linnehan.

Investigating Committee: Edward Geraghty, Frank Whitehead, Helen E. Randall, Lyman Small and John Maitland.

Nominating Committee: William F. Murphy, Bernard H. Bailey, and Herbert Schaier.

The Secretary's report showed a loss of 192 members during the year, with 58 new members and 250 members dropped from the list.

Edward Geraghty, reporting for the Investigating Committee, said that during 1930 the committee had received 203 notices of sickness, and had found 149 of them entitled to benefit. There have been two deaths during the year, and ten members have received full benefit.

The Phillipsdale report showed a decrease of 21 members, doctor's bills were paid on 66 members, and 11 members received some sick benefit. At Chicago there was an increase in membership of one member.

At the request of the Treasurer a new arrangement has been made with the Norwood Trust Company in regard to the safe deposit box. Hereafter the box will be opened only in the presence of both the Treasurer and the Financial Secretary. This change was thought wise because of the increase in the amount of securities on deposit there.

The question of insurance benefits and the disposal of surplus was brought up, and the Executive Board recommended that nothing should be done at present. It was felt that much of the surplus might be needed during the next few years. 1930 showed a very low percentage of sickness and, considering the law of averages, the percentage of sickness during the next few years is likely to be very much larger. The surplus will be needed to take care of the increased number of sick benefits.

The matter of increased benefits for Chicago members, to offset the free doctor service given in East Walpole and Norwood, was again considered, but it was decided not to increase the rate at this time, since the Chicago members are now averaging to cost the association nearly as much per member as the East Walpole members.

A vote of thanks was extended to Bird & Son for its contributions throughout the year, and a motion was also made and passed that we again contribute \$100 to the Norwood Hospital.

Following the regular meeting Mr. Rogers spoke for a few minutes on Industrial Life Insurance Policies which many members are carrying on the lives of their children. The talk was very illuminating and educational, and created several minutes of discussion and questioning by the members. More about this subject will appear in a later issue of the *Review*.

CONGRATULATIONS

EVERY department in the East Walpole and Norwood Mills, with the exception of the Main Mill Machine Shop, now has a 100 per cent membership in the Employees' Mutual Benefit Association. This is a remarkable record that has never before been made since the organization of the Association, and is the most convincing proof we could offer of the wonderful work which this organization does.

Practically every worker throughout all the plants has come to realize that it pays him good dividends to belong to the Benefit Association and provide for doctor's bills and other expenses which would mount up in case of his sickness.

We congratulate every member of the Benefit Association, who helped make this unusual record.

A-RIDING WE WILL GO

"MICKEY", said Walter, or "Walter," said Mickey,—we don't remember who spoke first, "Let's start a Horse Club!"

And so began the Riding Club of the Floor Covering Department, with Mickey Hart and Walter Sword as the chief perpetrators. This was last April, and on the fifth day of that memorable month the first assemblage of that great

organization was held. Your reporter, wondering just what this Horse Club was all about decided to investigate, the other day, and he gives you here the result of his findings.

It was a great meeting, that first one. It started with election of officers. Lester Evans was almost elected President right off the bat, but it was voted that he knew too much about Horse Back Riding to be a good President, and John Eppich was chosen instead. Gerald Hart, since he suggested the idea, was chosen to do the dirty work as Secretary, aided and abetted by William Ivatts as Treasurer of the Exchequer. George Johnson as Stable Master, and Walter Sword as Buster completed the list of officers, and the men set upon the more important business of arranging colors, war-crys, and week end trips.

The colors, which were not finally decided upon until after the first outing, were unanimously voted to be black and blue. These could be worn upon any portion of the body, at the discretion of each member. Some of the more loyal members wore them in several places at once, it is reported. As for battle songs the members were divided, some voting for "Bye, Bye, Blues," and the rest preferring, "I'm Riding With Tears in My Eyes."

Throughout the summer, at all the fashionable riding joints, so we are told, various members of this illustrious Horse Club might be seen—at Falmouth, at Housatonic, at Newport, and in South Norwood. And to wind up the season, was the big fox hunt in November. When the time came for this event, nobody was able to attend, but it was written up just the same, and you read all about it in the notes last month.

In a recent interview with the President of the Society, your reporter was informed that activities have ceased for the winter and that the

members had gone into hibernation until the balmy days of Spring.

(Editor's Note.—We have it on the best of authority that some of the Club members actually did go riding, once or twice. The rest we assume, got their riding in the *Review* notes.)

HEALTH NOTES

HYGIENIC LIVING

FEBRUARY, March and April are the months when colds followed by pneumonia are all too prevalent at least in the northern states. The logical explanation of this fact seems to be that because the average person stays indoors too much and does not regulate his living habits generally he is below par and a fit subject for attack by germs. Charles R. Sheard offers the following set of simple rules for winter living:

1. Avoid overheating your home and if possible regulate the temperature of your office or the place in which you do your eight or ten hours' work.

2. Endeavor to keep the humidity indoors at its normal value, about 40 to 50 per cent.

3. Get your share of outdoor sunshine.

4. Eat a balanced diet; eat enough, but don't overeat.

5. Get your iron, lime and phosphorus, but not through patent medicines. Nature has made ample provision in the things that are her handiwork.

6. Eat vitamins. They are found in green vegetables, fresh fruits and fresh milk.

7. Exercise outdoors every day. If you haven't any chores, then make some. If you are unfortunately unable to do so, then walk and let the car rest its stiff joints in the garage.

8. Don't cuss and discuss the weather. You cannot do anything about the matter, anyway; but you can meet in a sensible fashion the changed requirements and thus maintain efficiency and well-being.

QUESTIONS AND ANSWERS

1. What is the capacity of the water tank at the Norwood Mills?

2. How much Floor Covering can be made in a week with all the machines running to capacity?

3. Does Chicago manufacture a full line of Roofing Products?

4. How long are letters kept in our correspondence files before they are destroyed?

5. One of our dealers purchased 10,539 squares of Art-Bric Siding during 1930. This siding is 6" x 30" and there are 192 pieces to a square. How many miles would these 10,539 squares cover, if laid in straight line six inches wide?

Answers to these questions will be found on Page 16,



Exclusive picture of the members of the famous Horse Club. Count 'em—there are thirteen—the Horse Club's lucky number. Back Row: Joseph Stepanovich, Robert Barss, Lloyd Smith, George Johnson, Leo Clarkin, Clarence Phillips, Hugh Rogers. Front Row: Carl Gustafson, Lester Evans, John Eppich, Walter Sword, Gerald Hart, Clement Coughlin

BIRD'S NEPONSET REVIEW

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No. 2

Published Monthly by the Employees of Bird & Son, inc.
In the Interests of the Company and Its Workers
For the Promotion of

Good Service

Good Business

Good Will

MILLS: East Walpole and Norwood, Massachusetts;
Phillipsdale, R. I.; Chicago, Ill.

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R. C. Floyd

B. D. Rogers

Editor, B. D. Rogers

Assistant Editor

Photographer

Circulation Manager

E. M. Grout

C. T. O'Connor

A. S. Blaney

Printing Foreman, F. R. Meyer

*If a man doesn't get a thrill out of his daily work, his work
isn't big enough for him or else he isn't big enough for his job.*

George Matthew Adams.

THE SUGGESTION PLAN

FIVE hundred and forty dollars for ideas—that is what Bird & Son distributed among the best of its thinking workers in extra suggestion awards last month.

Every one of these men, about whom you may read on the first page of this issue, is an ordinary man, like any of the rest of us, but each one of these men, as he went about his work, thought about his job and how that particular job could be done better. The result was an idea—an idea turned over to the Suggestion Committee, accepted, and paid for by a liberal check last month.

David Camack, night watchman at the Flooring Plant, has \$200.00 that would never have come his way otherwise; Austin Quackenbush has \$125.00, as the result of an idea; and Oscar Saterdal has \$75.00. Other men, whose suggestions were unusually good, received amounts varying from \$50.00 down to \$15.00.

It pays to think as you work, to see if you can't figure out a way to save the company some money on the job which you are doing. This year, as never before, we are looking for men with ideas.

Hand in your suggestions. Next year you may be the First Grand Prize Winner.

\$100,000.00 SCHOLARSHIP FUND

THROUGH the generosity of the late Lewis F. Fales, deserving students in the schools of Walpole will receive the income from a Fund of one hundred thousand dollars, to be awarded annually in the form of scholarships of five hundred dollars.

The fund is to be called the Charles Fales Fund and the scholarship awards are to be made every year in the month of December, "to be paid to each undergraduate or postgraduate in a university, college, or institute to whom it may be awarded by a committee to be known as the 'Charles Fales Fund Scholarship Committee.' This committee shall consist of the Superintendent of Schools, the Principal of the High School, and the members of the School Committee."

The distribution of the income is to be made as liberal as possible, but the will of Mr. Fales makes the following statement: "There are three factors which I desire they should take into consideration—Character, scholarship, and physical and mental vigour. I also desire that students wishing to extend their education along technical lines shall, other things being equal, be given preference."

This will mean that each year between ten and twelve students who are going to higher schools of education will each receive about \$500.00. Such an opportunity for high school students is most unusual, and we should feel both proud and fortunate to live in a town whose high school has received such a wonderful gift.

INCOME TAX

DO not forget to file your State income tax returns on or before March 1st, 1931, and your Federal income tax returns before March 15th, 1931. Help in making these out will be given you if you wish it at the Labor Bureau and the Credit Union.

Federal income tax returns *must* be filed by

1. Every single person earning \$1500 and over.
2. Every married person earning \$3500 and over.

State income tax returns must be filed by *everyone* earning \$2000 and over, whether married or single.

THE REASON OFFICE HELP

ARE NOT ON TIME

HAVE you ever noticed that when a good time is to be had almost everybody is "on time"? Yet, almost any one who has a date at the dentist's is likely to be late?

Of course, you say—but do you get the significance behind those attitudes? When we are fully interested in what we are going to do, we are on time; when our interest is elsewhere, we are late.

In the matter of being on time at the office, this rule applies. Being continually late means that you continually prefer to be somewhere else than at your desk, on the job. Eventually, the management shares your preference—they prefer that you be some place else, and soon you are.—*Selected*

LIBRARY NOTES

A PART of the pleasure in reading is lost when not shared with others in the discussion which may follow from the ideas gathered from certain books whether read individually or aloud. It is to be deplored that the latter custom is declining, particularly in the family circle, as nothing brings people together more closely than their enjoyment of books.

Some new books:

Builders of the Bay Colony, by Samuel Eliot Morrison—a series of sketches of lives of prominent men and women of the first generation of Americans, through whose effort in various directions much of the foundation of the Commonwealth can be attributed.

Go North Young Man, by Courtney Ryley Cooper—Adventures of a recent pioneer in the search for gold in the Canadian wilds who gives an idea of the possibilities for future reward in that region. He tells us that adventurers will have to undergo just as great hardships as were encountered in our gold rush, but that great areas are now being mapped out and geographical surveys made which should lead the explorer more directly to points where gold may be found.

Circling Africa, by Isabel Anderson—A fascinating story of travel around, and overland journeys in, Africa by a gay party of pleasure seekers. Their first landing was at Madeira, then at Dakar on the West Coast, and later at the Island of St. Helena, to which a whole chapter is devoted.

Pearl Diver, by Victor Berge—An adventure story by one who when a boy ran away to sea and became a diver, spending most of his life in the undersea world, where one series of thrilling encounters followed another; a fortune was made, squandered, and then recovered. The book is enlightening on the character of the world below the sea, which is much larger than all the land area of the globe.

New fiction:

Common Cause
Dr. Serocold
Foreigner
Field of Honor
Smiling Charlie
Girl Reporter
Wanderer's End
Big Barn
Blood on the Yukon Trail
The Texan
Blue Castle
Mystery of Red Marsh Farm
Sylvia of the Minute
Scarab Murder Case
Mirthful Haven
Fascination

Adams
Ashton
Benson
Byrne
Brand
Clandy
Cleugh
Edwards
Hendryx
Hendryx
Montgomery
Marshall
Martin
Van Dine
Tarkington
Wadsley

WANTED—FOR SALE

If it is the desire of a sufficient number of employees, we will start a Wanted and For Sale Column in the *Review*. If you have anything you want to sell, or if you are looking for a bargain, submit your notices to the Editor in Department GR. Notices should not be over 30 words in length, and must be truthful. We will start this column if you want it, so let us hear from you.

30-

For Sale—4 second hand Goodrich tires, 4.50 x 29, good for 6000 more miles.

By FGH—*Neponset Review*.

H. H. MILLER HAS LED

A LIFE OF SERVICE



MR. HERBERT H. MILLER, who resigned as Secretary-Treasurer of Bird & Son in December because of ill health, has led a very active and useful life both in the company and in the community.

He joined Bird & Son in 1902 as a Bookkeeper, was advanced to Auditor and Office Manager, and finally became Secretary-Treasurer and Director of the company upon its incorporation in 1918. He was very active in helping form the early policies of the Employees' Mutual Benefit Association which was started in 1901, shortly before he came to Bird & Son. He was deeply interested in the Neponset Credit Union, serving for many years as a director and as head of the Credit Committee which passes upon the loans. He was one of the charter members of the Bird Club and was its first Entertainment Committee Chairman.

In the civic affairs of the Town of Norwood he has been equally active. He was for several years, a member of the Town Finance Committee, served for several years as Selectman, is a Trustee of the Norwood Hospital, a Director of the Norwood Trust Company, and a member of the Prudential Committee of the Congregational Church.

We are proud to have known such a man and to have had the privilege of working with him. We wish him many years more of a happy, if not such an active life, and are pleased to know that he has not severed all connections with Bird & Son, but will continue to act in an advisory capacity on financial matters.

Notes From Plants and Offices

MAIN OFFICE AND SALES

Margaret Poff	Sabina Costello	Alice Fales
Alice Clem	Gladys Noddin	Beatrice Severance
Ida Milesky	Eva Knoll	John Andrews
	Elizabeth Lawson	

On Monday, January 12th, B. R. Taylor walked into the Purchasing Department creaking and groaning like an old man. He had us all worried until he explained that he had been teaching the kids how to do some skating stunts—"and how I ache!" he added.

Paul Hunt was not quite so stiff in getting around, but we did hear a few whimpers from his desk. It was a "Blue Monday," all right!



The Fifth Annual Roofing Sales Executive Conference was held at the Bird Club on Monday and Tuesday, January 12th and 13th. These are ten of the men who attended: Standing, D. P. Hatch, A. D. Kilham, W. E. Hale, R. C. Floyd, P. H. Bailey, F. H. Hird, H. G. Johnson. Kneeling, E. R. Clark, W. R. McNeil, W. W. Wilson

Just as we go to press word comes that Mrs. F. E. Holmes who has been one of Bird & Son's most faithful workers for the past 32 years, is retiring on February 1st. We will all miss her from the office, but we wish her the best of good luck and happiness.

Some of those who remember H. W. Dixon formerly of the Purchasing Department will be glad to know that he was heard from recently. "Dick" seemed to be in good spirits and inquired about his old friends. He also remarked that he drove through our fair town during the noon hour one day recently, but did not see a familiar face, so kept on going.

Beatrice Severance came to work on New Year's Day with shoes that weren't mates. On special occasions such as New Year's Eve, it's safer to wear your shoes to bed, Bee.

We extend our sympathy to Frank Larrabee whose mother recently passed away.

Arthur Wilson must have had advanced information on the Bird Club entertainment, January 7th. Willie had a ringside seat with an unobstructed view.

SPECIAL NOTICE

LAST minute news from Chicago tells us that on January 29, 1931 the Chicago Mill had their first lost-time accident since Sept. 9, 1929.

This means that the Safety Trophy will now go to Phillipsdale, the plant with the next best no-accident run. They have not had an accident since December 5, 1929.

We were glad to see Florence (Duncan) Wright, who stopped in to say hello last month. She is staying with her parents while Tom Wright is undergoing an operation at the Deaconess Hospital.

We congratulate Al Smith of the Credit Union who has been re-elected a Director of the Credit Union League of Massachusetts.

We used to be able to tell when a certain person was about to arrive from Canada, because Mrs. Randall would start to sing, but now she is singing all the time. Over the New Year holiday she was presented with a beautiful diamond that reminds her of Canada all the time. The lucky man is Mr. William Jeffries, and we congratulate them both.

We were sorry to hear of Ruth Arel's fall on the ice in which she received a badly sprained ankle. We are glad to see her back on the job again, even though she still limps a little.

Veronica Sienkiewicz cleared out all her valuable belongings from her desk and moved bag and baggage to the Sales Promotion Department. Good luck, Vera.

The Misses Milliken and Sheehan, champion Minnow Golf players, offer to play any non-professional, providing they play on one of the "harder" courses.

Wanted: Someone with experience along this line to find out why Margaret Sheehan has so many "cold sores." This mystery has remained unsolved for over two years. To help rush things along, we will offer \$5000.00 in cash to the person solving this problem. Apply to Stenographic Department.

Bill Tylander—Roofing Correspondent from Fort Pierce, Florida, is enjoying his first experience with ice skating. While giving a demonstration recently, his head came too close to the ice and a collision occurred which disfigured Bill's beauty for several weeks. No stitches were necessary.

"Believe it or Not"—Harold Murley can drive home from Somerville in twenty minutes, but it takes him two hours to say "Good-Night."

Roger Weed, Head Correspondent of Roofing Sales, celebrated his birthday on January 16th. The candy was very good.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran
Herbert L. Badger
Welthea Smith
Herman Nordstrom
John Maitland

Halburton Dobbins

John F. Burke
John H. Maguire
Mary Driscoll
John DeCosta
Mario Boragine

Holly Dyer is back to civilian life again, after six weeks of high-fallutin life on the jury at Dedham.

Frank Murphy gets plenty of enjoyment spreading the contents of the *letter* he received during the month.

Fred Jonah's dungarees are showing the effects of long, hard usage. Is this their fourth or fifth season, Freddie?

You don't very often fool Hal Dobbins, the Maintenance Storekeeper, but he pulled a bright one the other day. He almost junked a large basket of especially prepared wedges, thinking they were kindling wood. For details see George Eisner.

We had a visit from Tom Wright on January 8th. Tom used to work in the Engineering Department, and is now head of the Maintenance Department of the Duplate Corporation of Creighton, Penn. He hasn't been feeling so good lately, and on January 19th underwent an operation at the Deaconess Hospital in Boston. He is recovering rapidly and by the time this *Review* appears we expect him to be almost ready to come in and say goodbye to us before he leaves to go back to his work.

Eugene L. Connolly has just been elected a member of the School Board of Norwood. May your term be successful, Gene! P.S. Another good chemist!

Welthea M. Smith left on January 28th for Poughkeepsie, New York, where she will undergo an operation. It will be six weeks before she is back with us again, but in the meantime we wish her the best of good luck for a quick recovery.

Mary Sameski appeared at work one morning with a diamond on her left hand. Congratulations, Mary.

Norah O'Malley and Helvi Lehtonen are unaware of the fact that the "white shoe season" has gone by. This must be a result of the business depression, or a case of watching their steps. Which is it, girls?

Larry Doane has his desk all dressed up with a new telephone. Pretty special!

Andy Walker and Mike Burke and some friends from Dedham had a pleasant day fishing through the ice at Norton. Except for a little water on the ice it was a good day. Mike got a nice pickerel and Andy got cold.

Louis Keddy is smiling with joy and no wonder—a nine-pound baby arrived at his house recently.

Dan Jones and Ray Kirk are looking for good weather so they can play tennis evenings.

Phillipsdale, R. I., Mill

Rexford H. Salisbury

David S. Lowry

John H. Nolan

Leslie E. Howard

Helge Holter is trying to bring back his college days again by running around without a hat. We suppose he lost it on one of his glider trips.

Leslie Howard has found Sunday hunting is rather expensive. He was recently fined \$5 and costs somewhere in Connecticut only to find that the costs amounted to \$37.20. He is going to church hereafter.

We have no news from either Barquist or Riley this month. We guess the chipmunks are all dead.

We are sorry to hear of the death of Herbert Chamberlain's father in Wellesley recently.

Michael Costello's Ford is giving him some trouble and Rex Salisbury offered to push him until he got started. After pushing him two or three miles they discovered that Mike's battery was dead and now the fellows are wondering if Mike's last name isn't MacCostello.

John Nolan's daughter, Irene, has recently undergone an operation for appendicitis and is doing nicely.

Henry Phelps was told a few nights ago by his wife that his car was not running as it should. Being a real he-man Henry got in and showed her that it was running all right until it shortly gave up the ghost. Hereafter Henry will look under the hood after being warned.

Our office boy, Joe McBride, received a more or less serious foot injury while playing hockey on Sunday. He also is going to church on Sunday hereafter.

Seventeen boys, members of the Hoxie Boy Scout Troop No. 1 and officials, under the leadership of Scoutmasters Jesse Carter and Frank Reed, visited the mill recently.

Mr. Hawley has to burn crude oil in his new Buick. He says if he uses Ethyl gas he can't hold the machine on the road. It's almost like being out West breaking in wild horses.

Tony Perry is losing his reputation as champion mover. He has lived in the same house two months now.

Bus Richardson and Red Hey were filling Red Harrington's automobile radiator with a teaspoon the other day. It took at least 40 minutes but Bus said he had no place to go anyway.

Some time ago Frank Mello had his lunchbox taken from the brigade room by mistake and another left in its place. It was suggested at the time that he should paint his name on his box so it wouldn't be taken again. He has a new box now and it is striped with silver paint. Frank can distinguish his own now.

BOX FACTORIES

East Walpole, Mass.

No. 1 Box Shop

Edward Gronroos

Charles H. Mutch

Ralph Watson

Herbert Lewis

Ralph Farris

Bob Morse has decided to drive the Chrysler another year. We wonder why?

After a great deal of hesitancy, Billy (Goat) Head finally decided that his crate was worth the \$3.00 necessary for new plates.

Henry O'Brien recently enjoyed a week's vacation to Niagara Falls. He says they are a great sight in winter.

The latest aviation enthusiast is none other than "Grandpa" Wiggin. He even went so far as to buy a new flying coat, by cracky!

Wanted: A pair of second hand knee guards for Ken Towle when he slides down the cellar stairs.

Harold Watson was deposed as safety mentor at No. 1 Box Shop Shipping and it nearly broke his heart, as he was trying for an endurance, no-accident-run.

There is no need of taking civil-service examinations for a job as mail carrier. For further information see Charles Haak.

A long-awaited event of great consequence is about to mature. John Joseph Keefe, the toothless wonder, is really going to get those long-promised teeth!

Mr. and Mrs. Henry Cecchi announce the birth of a son, Edward, on December 20th, 1930.

Just picture yourself at the wheel of a nice Buick, skimming along on a seemingly dry smooth road, and then imagine feeling it skidding around in all directions and finally stopping crosswise of the road, packed in between two snow drifts as tight as the proverbial coin between the Scotchman's thumb and finger. That's how John White felt over in Needham not so long ago, and it is rumored that it took lots of help to extricate the car.

Paddy McDonald is another one who has enjoyed the sport of skidding. A mail box happened to stand in his path, but not for long.

Sam Hunter has displayed rare judgment by trading his old Chevrolet Touring for a newer Chevy Sedan. We decline to say whether the rare judgment was used in disposing of the old one, or in picking out a Chevy for the new one.

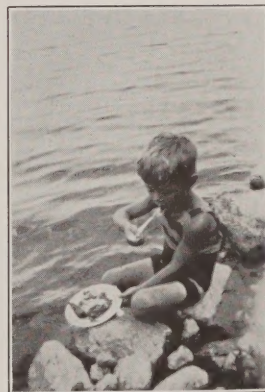
It is rumored that Tony Unaly has been seen cutting holes in the ice on Lake Archer, and then waiting patiently for some one to fall in. We won't attempt to say who the intended victim may be, but we understand that Tony has already paid for the privilege.

Marshall Lee is now on the road, tracking down the wary box-buyer to his lair. By the way, Marshall, have you eaten up all those Friends Beans yet?

Herb Lewis' sixty-mile an hour Chevrolet has at last given up the ghost. Bowed down under the snows of seven winters she lies, a frozen hulk, in Herb's back yard.

The S. P. C. C. (Society for Prevention of Cruelty to Chevrolets) has instituted suit against Lewis, charging overwork and abuse.

"A Shore Dinner," prize winning picture taken by Charles O'Connor



Timothy Donlan is economizing on window glass, incidentally advertising Nutro Ginger Ale without charge.

The Box Shop has finished work on the eight-sided hexagonal case ordered by the Sales Department last April, and has been awaiting the Wickersham report before disclosing the results. Now that the report is out, we may expect some action.

No. 2 Box Shop

Edward Scanlon
Catherine Brady

Frank Eisenhaur

Christine Sherer
Anna Duffy

We notice that Peter Bridgham is smoking a cigar every noon now. Must be one of his Christmas presents. When we asked him what brand it was he replied, "Trailing Arbutus," but he forgot to say how far he trailed him to get it. Anyone looking for a job hauling ashes and clinkers, see Peter.

We welcome Kenneth Rouillard to No. 2 Box Shop headquarters and wish him every success in his new duties.

The only difference between Paul Revere and Walter Hartig is that Paul rode a horse. A few weeks ago Walter was out playing (in an orchestra) and was in a hurry to get home. All went well until he reached East Walpole just as the clock on Bird Hall struck two A. M. He was speeding right along at



"Doll Review" prize winning picture taken by Arthur Mc Kenna

35 per hour when one of our well-known cops gave him the high sign. What he said to Walter is nobody's business. We don't blame the cop much, because Walter should have been doing 60, not 35, and in the second place how can the good people of this town sleep easy when they know that their poor cats are roaming the streets while such dangerous drivers are on the road.

Ethel Havey isn't afraid of a mouse. She says it just makes her nervous. You'd be surprised!

Frank Eisenhaur always wins when he bets. How does he do it? You tell 'em, Frank.

Brown and grey won't be worn together any more by Maizie Driscoll because Minnie Sline doesn't like the combination.

Here's the story of a little girl who believed in Santa Claus—and with good reason. On the night before Christmas when all through the house not a creature was stirring and every one was snoring in a different key, Anna Duffy was sitting up waiting for jolly old Saint Nick. To make a long story short, when the fire had died down and the smoke had cleared away, Santa had given Anna one of the nicest diamonds you ever saw. Who was Santa?—James O'Donnell of Readville, and he did a good job of it. We all extend our congratulations to them both.

Rose Friary has been ill for the past month. We are sorry to hear it, and hope she will soon be fully recovered.

Too bad for Rolly Meyer that it had to rain and spoil all the good skating. However, if you have any spare time you can go and see "Charley's Aunt."

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

Charles Savage
John White

Charles Seavey

Charles Watson
Edward Hiller

Things seem rather deserted these days with Eli Chamberlain, George Smith, Milton Beasley and Charles O'Connor on the road helping the Sales Department.

Ralph Kolseth left the employment of Bird & Son the first of the month. He was presented with an electric coffee set by his fellow workers.

Warren Kumblad is finding it hard to stay awake days lately. You must get in earlier nights, Warren.

The new garage is now finished and there was a mad scramble for stalls. First come, first served is the policy however, so some were necessarily out of luck.

We welcome Tony Willotta back to work after a recent accident.

Warren Kumblad has turned in his Dodge car for a Graham Paige and Ed. Lincoln is now driving a newer Hudson than the one he had.

We are sorry to hear of Jack White's illness, which came at just the time the *Review* notes were being collected. As Jack is one of our most faithful correspondents, his absence may account for the smaller number of notes than usual from the Roofing Mill. By the time this *Review* is out we hope Jack will be fully recovered.

Chicago Mill and Office

C. J. Perrizo

John Matcha

Dell F. Lydon

Mr. Perrizo attended two sessions of the 3-day Convention held at the LaSalle Hotel by the Advertising Council on January 14th, 15th, and 16th.

B. J. Overholt and C. J. Perrizo attended the Purchasing Agents Banquet at the Congress Hotel on January 15th. Professors Norberg and Busse of New York University, who have become nationally known for their lecture on salesmanship, were the principal speakers.

To Chicago on December 29th and 30th came 25 Western Division Salesmen for the annual Meet-Up. Attentively they listened to the plans outlined by the various department heads for 1931, and spiritedly they entered into the discussion which followed each talk. Very ably did Dynamic "Bill" Wilson conduct the various sessions, and to him is due much credit for another successful Meet-Up.

Luncheon served in the company restaurant was a welcome respite from the strain of long morning sessions.

Mr. Hird very graciously played host at dinner to the Sales Force, office employees and Mill Foremen, on Monday night, and the entertainment which he provided for the occasion was excellent.

Mr. Hird and Mr. Wilson attended the Sales Executive Conference in East Walpole, January 12th and 13th.

"Joe" Cozzi resigned his position in the sample department and was replaced by Ray Gusick, who formerly worked in the Manufacturing Department.

Herman Pollock has successfully passed his final examination and is now a Certified Public Accountant. He has been working in the accounting department for the past five years and last year completed an evening course in accounting at Northwestern University. To receive a CPA degree is quite an accomplishment and only a few are given each year. Congratulations, Herman.

FLOORING PLANT AND OFFICE

Norwood, Mass., Plant

Lloyd Smith
Tom Rogers

Kaino Paajanen

Lester Evans
Lawrence Gammell

Marion Kissell has established himself in the wrecking business, Fords especially. He has three to his credit already. The organization of his business is something as follows: Capitalization, any motor; Stock Common, any make—par value 0; President, Marrior Kissell; Vice-President, Frank

Kissell; Treasurer, Lewis Bagely; Secretary, James Hanley.

Speaking of Fountain Pens, since Evans is back to store-keeping it is quite noticeable that he now writes everything in pencil, but when he was an accountant nothing but ink would do.

It is now necessary to have a prescription to obtain anything from the Flooring Storeroom, according to Sid Taylor's men.

The Waxed Back Horse Club is going in for winter sports now that the riding season is over. Skating is the latest. Sword and Johnson represented the Club at the Brae Burn Carnival January 9th and 10th. Lloyd Smith and John Eppich were booked for Worcester the week of January 17th, and made out very well, Smitty taking 2nd prize in the Junior figure skating and John fourth in the men's entries for the half mile.

Eugene Moore, Sales training student, has been transferred to the laboratory. Going up in the world, thus becoming a technologist, or what have you.

It seems that this same fellow, Moore, has been having great difficulty in locating his proper size in skates at the Bird Club. Must be in Carnera's class when it comes to shoes.

Spring can't be far away, and we are looking for the sound of the robin any day now. Clarence Hagman has been scouting the new Fords. You don't mean that the Chevrolet is feeling the effects of hard usage, do you?

We are pleased to report that Elton Hamilton, who has been ill for the past three weeks or so is back with us again. (The question comes up at this time as to whether or not he is a member of the Horse Club.)

John E. Alcott of the Design Department of the Massachusetts School of Art, and formerly connected with Bird & Son, was among the passengers on the train which was wrecked by the Colonial Express at Readville. Fortunately, Jack was not seriously injured.

Cyril Butler McCue attended an auction sale in Waltham last week and purchased a supply of good overalls at 50c a pair. We all wish we could have been there to share in the bargains.

Carl Bredden and Robert Wilson were guests of honor at a dance recently held at the Lewis Farm in East Walpole.

Louis Bagely is now night manager of the new gas station which has just opened at 3 Washington St., East Walpole, and invites us all to try this new and better Tydol gasoline.

Anyone wishing to purchase supergrade merchandise of any kind see John Smith of the Undercoat Department.

Evan Östrom spends his spare time running a taxi to Whist parties.

Robert Wilson's Sundays are now taken up teaching Sunday School in East Walpole. Keep up the good work, Robert.

Clare Hayman says the only way to get ahead of the Insurance Company is not to register your car—that's what he is doing.

Martha Clem recently celebrated her birthday, but declined to give away which birthday it was.

Wilma Reardon and Martha Clem recently won prizes for wearing the same dress for three weeks. Some of us wish that prizes were awarded to men for wearing the same suit for three weeks.

CHICAGO OFFICE

G. B. Blackmore

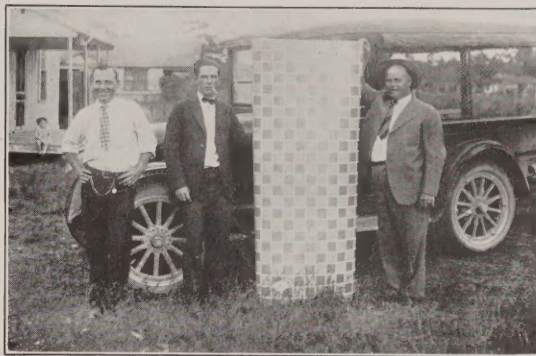
V. D. Szukalla

The beginning of a new year—another chance to set new, higher records and a chance to live up to those resolutions we made so faithfully (and broke the next day).

Many happenings of interest have occurred since the issuance of the last *Review*, but most outstanding in our memories is the invitation which was extended to us by Mr. F. H. Hird. The girls of the Floor Covering Division who were able to attend the dinner given at the Windemere Hotel by the Roofing Division want to thank Mr. Hird for the enjoyable time they had while there. The talent displayed on the program is something we shall not forget very quickly. We were all of the same opinion that it was beautifully planned and believe that what they say about men—"A way to a man's heart is through his stomach" applies to the ladies also.

Mr. Hindmarsh deserves special mention for reaching the highest per cent of quota in 1930 because his sales were also the largest in dollars and cents of anyone in the Western Division. His quota was 12% larger than the next largest quota. His sales for the eleven months of 1930 were over 20% larger than the salesman with the next largest volume for the same period.

That saying "It's an ill wind, etc." certainly was true in the case of C. D. Knapp. Following is an article which appeared in one of the Southern newspapers recently: "Imprisoned in his overturned car in the bottom of a water-filled ditch,



Mr. John Riley and his assistants of Riley & Son, Houston, Texas. This store also has a fleet of seven trucks to distribute our merchandise—proof that Bird Floor-Covering rates Ace High in Houston

Clinton D. Knapp, salesman, 1969 Poplar Avenue, narrowly escaped death after an accident near Jericho, Ark., at 2 a. m. today. Mr. Knapp, salesman for Bird & Son of Boston, was returning to Memphis from a business trip when a parked car loomed ahead of him on the highway. "Another car was approaching from the opposite direction," Mr. Knapp said today. "It was either hit a car or go into the ditch, and I took the ditch," he said. The car rolled down a 10-foot embankment and overturned. Water filtered into the car and Mr. Knapp said he was forced to smash the glass of a window with one hand to get out. In doing so, he received three bad cuts on his right hand and wrist."

Mr. Knapp remarks, "There's one consolation I get out of it all and that is I opened a new account. I have been trying to sell them on a direct basis for about the last four years. I can't see why this reporter omitted such an important part of the story."

We were very pleasantly surprised on December 18th when Val Coerver and Jim Campbell visited the office and treated us with a box of candy. They just stopped in to say good bye before leaving for parts unknown. From recent reports they spent the holidays at the home of Val Coerver, Dallas, then went on to Mexico. We have heard now that they travelled through Los Angeles, where they had dinner with Phil Agnew, on their way up to Portland, Jim's home town.

Several of our girls reported having had happy birthdays during December. They were Florence Wittleder, the 21st; Gladys Davis, the 22nd; Gwen Blackmore and Mary McWade, the 24th. Mary has been wearing a very pretty turquoise ring received from the "B. F."

We had the pleasure of meeting Mr. Moore, Gene Moore's father, on January 5th, who stopped in the office on his way to the East on a business trip. We always welcome visits by the parents of our boys.

Christmas was celebrated in the Chicago office by having a party. We had sandwiches, coffee, olives, pickles, cake, cigarettes and approximately ten pounds of candy. Candy and cigarettes always receive a hearty welcome in this office and we want to thank the men for their thoughtfulness. Bill Dunn showed his ability as a good "picker" when he selected the Christmas tree. Santa Claus left small remembrances for each

of us, on some of which he had appropriate sayings written such as "For your Hobby," "What's the Story" and "Lauder & Funnier." Phil Agnew's gift was marked "For your Bathing Suit," and we are wondering whether he has been using it.

The folks all seemed to be chockfull of witty stories, wise cracks and terpsichorean art. "The music was furnished by" Florence Wittleder, who had a Victrola brought down to the office.

In the next *Review* we will give the details of the Furniture Market held in Chicago, which was still in progress at the time these notes went to press.



"Danish Village" in Scarborough Maine where Bird Products are used

"DANISH VILLAGE" USES BIRD PRODUCTS

IN Scarborough, Maine, a unique village of overnight camps has sprung up. The houses have been built to resemble a typical village in Denmark; no two are alike and a variety of design has been used.

It is said that no carpenter on the job used a square or a level, and the results seem to bear this statement out. The windows are at all angles as well as the doors, giving the impression of a village many years old.

The roofs, in harmony with the general design, are built of metal in tile effects, but all the hidden roof surfaces are covered with Bird Old Reliable Roofing, 150 rolls of this material having been furnished by the Cape Lumber Co., our South Portland, Maine dealer. In addition, about 200 rolls of Bird Economy Building Paper were used under all the floors and all the metal roofs.

This unusual "village" is located on the main Boston-Portland road and was built by the owners of the Congress Square Hotel in Portland. Peter Holdensen of 35 Way Street, Boston, is the architect who assisted in designing the village.

SPECIAL NOTICE

As soon as space permits, we plan to publish in the *Review* the complete history of the Bird Club, as told by the Secretary at the Tenth Anniversary Birthday Party of the Bird Club held last month.

Watch for this history. It will be something you will want to keep.

VISITORS AT OUR PLANTS DURING DECEMBER AND JANUARY

Heading the list of visitors during the past two months, was Mr. E. M. Green, Managing Director of Economic Floor Coverings, Ltd., of Glasgow, Scotland.

Mr. Green arrived on December 8th, making Boston his headquarters until January 3rd. During that time he made several trips to East Walpole. He left for New York on the 3rd and remained there a week, before sailing back to Scotland on the Majestic, January 10th.

The company which Mr. Green represents is the distributor of Bird Products throughout England, Scotland, Wales and Ireland.

Other visitors are listed below.

East Walpole and Norwood Mills

Messrs. Grubb, Hinze, Cavanaugh, and Stutt, du Pont Co.
Messrs. Stevenson, Goldsmith, Stevens, and Richardson of Arthur D. Little, Inc.

Mr. C. R. Eckert, Barrett Company.

Mr. Gross, Bakelite Co.

Mr. Hunt, Bucksport, Me.

Messrs. Thomas, Wittenberg, and Kennedy, Grasselli Chemical Co.

Messrs. Howland and Barnes, Kendall Company.

Mr. John A. Lamprey, Lawrence, Mass.

Mr. Woodbury, McDuff Estate, Pawtucket, R. I.

Mr. Frank Morton, Newton, Mass.

Mr. C. P. Eccleston, Westerly Lumber Co., Inc.

Mr. Edward S. Wallace, Torridaire Export & Sales Corp.

Messrs. Boardman and Randall, St. Croix Lumber Co.

Chicago Flooring Office

Mr. Fink of Goldblatt's Dept. Store, Chicago.

Mr. Kreitzer, Butler Bros., Chicago.

Messrs. Ahlgren and Clark of Bird & Son, East Walpole.

Also Messrs. Agnew, Exline, Jakel, Groendyke, Petitclair, Sare and E. A. Smith of the Western Division.

Following is a list of the visitors at the New York office during the Opening:

Mr. Parrish, Sears Roebuck & Co., Chicago.

Mr. Kinkade, Marshall-Wells Co., Duluth, Minn.

Messrs. Primm, Shaw and Mark of J. Kennard & Son, Inc., St. Louis, Mo.

Mr. Ramsey, Grether & Grether, Inc., Los Angeles, Calif.

Messrs. Ros and Lange, Ros-Lange Cpt. Co., Indianapolis, Ind.

Mr. Gobler, Walton N. Moore Co., San Francisco, Calif.

Mr. Brooks, Crowley Milner & Co., Detroit, Mich.

Mr. Garland, L. Fish Furn. Co., Chicago.

Mr. Goodson, Carson Pirie Scott & Co., Chicago.

Mr. Brown, Carson Pirie Scott & Co., Indianapolis, Ind.

Messrs. Brown and Floberg, Leath & Company, Rockford, Ill.

Mr. Koestner, Ed. Schuster Company, Milwaukee, Wis.

Mr. Rosenfelt, Rosenfelt-Kent Company, New York City.

Mr. Clark, E. H. Clark Co., Battle Creek, Mich.

Mr. H. Smith, O. W. Richardson & Co., Chicago.

Mr. Mueller, Wisconsin Mat & Lino Co., Milwaukee, Wis.

Mr. Mefford, Mefford & McGuire, Des Moines, Ia.

Mr. Clark, Des Moines Roofing Salesman.

Chicago Roofing Mill

Mr. O. E. Weber and Mr. Fred Jordan, Sr. of the Art Bric Siding Company of Chicago, Ill.

Mr. Carnock, of Stockholm, Sweden.

Mr. Donlan, of the Texas Company.

Mr. W. E. Douglass, of Central States Roofing Co., Kinsley Kansas.

Mr. E. F. Douglass, of Earl F. Douglass Rfg. Co., Garden City, Kansas.

Mr. R. A. Coale, Pres., Coale Roofing & Distributing Co., Beaumont, Tex.

BIRD CLUB ENTERTAINMENT

ON the anniversary date of the incorporation of the Bird Club, Wednesday, Jan. 7th, a large group of members gathered at Bird Hall to celebrate the tenth birthday of the Club.

First on the order of the program was one of Holman's generous Roast Beef Dinners, with scalloped oysters and banana fritters on the side, and plenty of ice cream to top off with. It was a great feed, and greatly appreciated by all of the three hundred men who attended.

Following the dinner, H. A. Dresser, President of the Club, called on B. D. Rogers, who read a brief history of the Club, telling of its beginning and its ten years of growth. Mr. Dresser then read messages of greeting from the following former officers of the Club, who were unable to be present, for one reason or another: Philip R. Allen, W. W. Wilson, George R. Wyman and S. B. Montgomery.

The meeting was then turned over to the entertainers. The Lewis Hawaiians who played during the dinner, appeared in costume and offered several groups of Hawaiian numbers and popular music. The Petite Ruths danced and sang and entertained everybody, especially one or two favored ones in the front row.

It was a fine tenth birthday party, and its success was due to the efforts of the Flooring Committee who had it in charge. This committee was composed of Bernard Bailey, Chairman, Leo Bernier, Sidney Taylor, Lloyd Smith, Lester Evans, and James Hanley.

WITH THE SOCCER TEAM

BY winning from the Needham team on January 3rd, to the tune of 4 to 3, the Bird & Son Soccer Team is now ready to play in the semi-finals for the qualifying cup in the Massachusetts and New Hampshire State Cup Tournament.

The Needham game was a close one, with the score being tossed back and forth between the two teams during most of the game. Bird & Son's winning goal was made during the last two minutes of play by Echershall, a new man on the squad. Four new men played for Bird & Son in this game, and every one of them showed unusual ability. Besides Echershall there were Edwin Tetlow, Ernest Tetlow and Stevenson. Goal scorers were Schuller, Brown, Echershall and Stevenson.

The entire line up was as follows: Benson, goalee; Edwin Tetlow, right full back; Ernest Tetlow, left full back; Scholfield, right half back; Echershall, center half back; H. Sanson, left half back; Brown, right outside forward; Craig, right inside forward; Stevenson, center forward; French, left inside forward; and Schuller, left outside forward.

With a line up such as the team shows at the present time, they stand every chance in the world of winning the cup this year, and in some *Review* in the near future, we hope to be able to congratulate them on being the winners in this district.



THE HIRD BIRD

A jovial bird is the Hird Bird—
Well liked by all his friends.
His home is in the Middle West—
Out where Lake Michigan ends.

Although he's a native Englishman,
He's become converted quite
To the manners and customs of the old U. S.
And he's a real Chicago-ite.

In his early days at East Walpole,
He worked on the paper machines,
And as machine tender he sure did learn
Just what real hard work means.

Tennis, quoits, more recently golf,
Are the sports this bird enjoys,
And if you want to know what he thinks of spats,
Just ask one of the "boys."

The King of Kidders this Hird Bird is—
With a joke on the tip of his tongue,
And he always gets away with his kidding
While anyone else would be hung.

Old Timers all know this bird real well;
Perhaps you know him, too.
General Manager of the Chicago Plant—
Recognize him by this view.

—The Mocking Birds.

BOWLING

ONCE again the Roofing Machines Team seems to be climbing up to the top rung of the bowling ladder, and unless the Finishing Mill team can win a good number of points between now and the end of the season, it looks as though Roofing Machine bowlers would be heading League A.



W. F. "Tap" Geary, who is leading the High Individual Three String Scorers with 341 points as his record

The Roofing Shipping team stands first in League B at the present time, with the Accountants 125 points behind them.

By the time this *Review* is published all of the matches, except a few postponed ones will have been played off, and in the March issue we will be able to announce the season winners.

Individual averages have changed almost completely since December. Bullet White of No. 1 Box Shop heads the list of cumulative averages with an average for the season of 100-22, as of January 22nd. Ted Michienzie of Roofing Machines isn't far behind him with an even 99.

Michienzie also holds the Individual Single String honors, with 136 as his high-water mark; W. F. (Tap) Geary of the Finishing Mill leads the High Individual Three String group with 341 as a total. No. 2 Box Shop still holds the record on High Team Single String (510), and Roofing Shipping is now sharing the honors with the Finishing Mill for High Team Three String total—1472.

We give below the standing of the first 10 men, as of January 22nd, and the standing of all the teams.

Individual Averages (Highest Ten):

Name	Team	Total Strings	Total Pin Fall	Average
Howard White	FX1	27	2722	100-22
Teodori Michienzie	FBP	36	3564	99
Guy Hoyt	FX2	33	3221	97-20
Edward Hall	A	18	1762	97-16
James Mack	A	30	2918	97-8
Ernest Koebe	FXV	36	3475	96-19
Fred Jonah	DF	33	3180	96-12
Alex Alexandria	FBP	36	3445	95-25
W. F. Geary	DF	24	2296	95-16
James Dine	FX2	18	1717	95-7

ACKNOWLEDGMENTS

We wish to thank our friends at Bird & Son for the beautiful floral tributes, and the kind expressions of sympathy received during our recent bereavement.

F. M. Larrabee and family.

Gratefully acknowledging and thanking you for your kind expressions of sympathy.

W. F. Sline and family.

VETERANS' SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during the month, and of those who complete twenty or more years' service during February:

			Yrs.
Thos. P. Maguire	2- 3-1880	Retired	51
Rose Friary	2- 1-1888	Box Shop	43
Carl Schaier	2- 6-1890	Retired	41
Henry Hartig	2-21-1905	Maintenance	26
Martin Lambine	2- 1-1910	Maintenance	21
Alice Field	2-27-1911	Main Office	20
Peter Neilson	2- 7-1916	Box Shop	15
James Loughman	2-10-1916	Roofing Plant	15
John E. Curran	2-11-1916	Paper Mill	15
John Buonpane	2-10-1921	Roofing Plant	10
Patrick Maguire	2-21-1921	Roofing Plant	10
Justin Antonarticz	2-23-1921	Box Shop	10
Thomas A. Smith	2-23-1921	Roofing Plant	10
William Wosner	2-23-1921	Flooring Plant	10
Irene Rivera	2- 1-1926	Main Office	5
Ida Milesky	2- 3-1926	Main Office	5
Frank Eisenhauer	2-10-1926	Box Shop	5
Harvey Hayward	2-11-1926	Flooring Plant	5
Everett Readell	2-11-1926	Box Shop	5
Edward MacDonald	2-18-1926	Box Shop	5
Arthur Wise	2-23-1926	Flooring Plant	5
Robert Wilson	2-23-1926	Flooring Plant	5
James Daley	2-24-1926	Flooring Plant	5
Howard Young	2-26-1926	Box Shop	5

PHILLIPSDALE

Willie Banks	2- 6-1910	21
Manuel Perry	2-24-1921	10
Joseph Wynne	2-10-1926	5
Henry W. Gibb	2-26-1926	5

CHICAGO BIRD & SON, INC.

John Lewis	2-18-1921	5
Agnes Conmey	2-23-1926	5

STANDING OF BOWLING TEAMS

LEAGUE A			
	Won	Lost	Per Cent
Roofing Machines	41	7	.855
Finishing Mill	28	16	.636
Box Shop Shipping	29	19	.605
No. 2 Box Shop	26	18	.590
No. 1 Box Shop	23	17	.575
Rug Finishing	23	21	.523
Flooring Finish	13	31	.295
Roofing Electricians	12	36	.250
LEAGUE B			
Roofing Shipping	33	11	.750
Accounting	25	15	.625
Paper Machines	19	25	.432
Maintenance	19	25	.432
Electricians	18	26	.410
Flooring Machines	17	27	.387
Credit	6	38	.136

Answers to Questions on Page 7

1. 250,000 gallons.
2. 275,600 square yards.
3. Yes.
4. Seven years. After seven years a note or any legal promise is outlawed.
5. A little more than 958 miles.



BIRD PRODUCTS

Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt American Twins Thick Butt NEPONSET Double Twins
American Double Twins Hex-Twins Lock-Butt Individuals
Super Twins (Thick Butt) Giant Individuals Custom Built Shingles

BIRD Roll Roofing

Paroid Art-Craft Shingle Design Slate Surfaced
American Ready Old Reliable Universal

BIRD Building Papers

NEPONSET Black Saturated and Coated American Economy
Refrigerator Insulating Paper Mulch

BIRD Wall Board

NEPONSET Board, Cream White American Board

BIRD Specialties

Asphalt Felt Paroid Built-up Roof BIRD Deadening Felt
Plastic Cement Roof Coating
BIRD Insulating Board Art-Bric Siding

Flooring Division

BIRD Rugs BIRD Floor Coverings BIRD Tile Flooring
BIRD Rug Border BIRD Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases BIRD Shoe Cartons
NEPONSET Waterproof Paper Flower Pots Tack and Screw Boxes
Flower Pot Covers

Special Paper Division

Standard Pressboard — Rocket and Torch Paper
Dry and Waterproof Felt Papers for Special Purposes

BIRD & SON, inc.

Established 1795

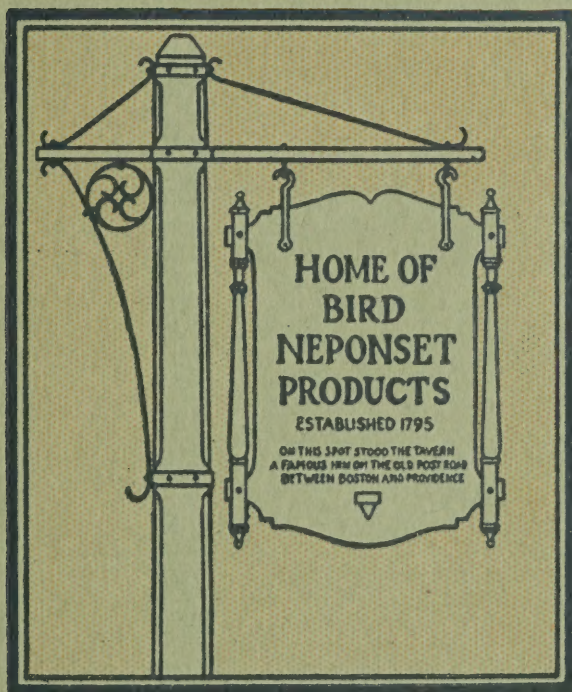
EAST WALPOLE, MASS.



{List of Bird Products on Inside Back Cover}

BIRD'S *Neponset* REVIEW

Planned and Edited by Employees of
BIRD & SON
INCORPORATED
East Walpole, Mass.



VOL. XIX NO. 3

MARCH 1931



Established 1795

BIRD & SON

(incorporated)



East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.
Phillipsdale, R. I.

Box Factories
East Walpole, Mass.

Flooring Plant
Norwood, Mass.

Roofing Plant
Norwood, Mass.
Chicago, Ill.

Officers

President, PHILIP R. ALLEN
Vice-President, GEORGE R. WYMAN

Vice-President, ELMER H. BARTLETT
Sec. and Treas., AXEL H. ANDERSON

Directors

PHILIP R. ALLEN
AXEL H. ANDERSON
ELMER H. BARTLETT

CHARLES S. BIRD, JR.
GEORGE D. DUTTON
GEORGE C. LEE

JOHN R. MACOMBER
HOWLAND TWOMBLY
GEORGE R. WYMAN

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E. H. BARTLETT

Roofing Sales Division
Manager, P. H. BAILEY
Eastern Mgr., W. E. HALE
Southern Mgr., A. D. KILHAM

Box Sales Division
Manager, C. H. ANDREWS

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Treasurer and Comptroller,
A. H. ANDERSON
Asst. Treas. and Credits, D. E. MERRILL
Asst. Treas., H. E. DAVENPORT
Auditor, W. C. AHLGREN
Purchasing and Traffic, A. H. RUSSELL
Assistant, M. J. HAWKINS
Labor Bureau Manager, B. D. ROGERS

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Assistant, E. M. LINES
Chief Paper Div., E. L. CONNOLLY
Chief Flooring Div., J. E. GRAHAM
Chief Box Div., J. B. MAGUIRE

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Staff Engineer, B. H. ROBERTS
Manufacturing Staff, P. N. HILLS
Gen. Supt., E. Walpole, C. W. CONRAD
Supt. Paper Div., R. A. WILKINS
Supt. No. 1 Box Factory, R. L. TUPPER
Supt. No. 2 Box Factory, W. S. JACKSON
Supt. Felt Div., T. G. HENDERSON
Supt. Flooring Div., R. M. WIGHT
Supt. Norwood Rfg. Div., E. L. CHAMBERLAIN

WESTERN ROOFING DIVISION

Sales Manager, W. W. WILSON

Manager, F. H. HIRD

Superintendent, J. G. YOUNG

Branch Offices

Boston, New York, Chicago

Warehouses

EAST WALPOLE, MASS., NORWOOD, MASS., CHICAGO, BROCKTON, MASS.

FLOORING SALES DIVISION

Bird and Son Sales Corporation

President P. R. ALLEN

Vice-President and Sales Manager, H. E. SAWYER, JR.
Sec. and Treas., A. H. ANDERSON

Eastern Mgr., W. B. ROGERS, JR.

Western Mgr., R. W. WESTCOTT

Branch Offices

Boston, New York, Chicago

Warehouses

ATLANTA, BALTIMORE, BIRMINGHAM, BROOKLYN, CAMDEN, CHICAGO, CINCINNATI, CLEVELAND, DALLAS, DAVENPORT,
DENVER, DETROIT, EAST WALPOLE, GRAND RAPIDS, HOUSTON, INDIANAPOLIS, KANSAS CITY, LOS ANGELES,
MEMPHIS, MILWAUKEE, NEW ORLEANS, OKLAHOMA CITY, PITTSBURGH, PORTLAND, OREGON,
RICHMOND, SAN FRANCISCO, ST. LOUIS, ST. PAUL, SEATTLE, SIOUX CITY

BIRD'S NEPONSET REVIEW

Vol. XIX

March 1931

No. 3

BALANCING BIRD & SON'S BOOKS

Accounting Departments Make Figures Talk

WHEN we see the various accounting departments working overtime around January first, every year, most of us know that they are going through the process known as "balancing the books," but very few of us really know how important and how complicated that process is.

Book balancing is a continuous process at Bird & Son, going on all twelve months of the year in every department. January first marks the close

We know to the penny just how much it costs us for felt, and paint and labor to manufacture all our Neponset rugs. We can account for every Neponset rug that has been sold during the year, and we know exactly how many more are in our Warehouses ready to be shipped. Knowing these figures, we can put them all together and get a complete story of how profitable our Neponset business has been during the year. The same



General Accounting Departments: Back Row, Helen Walsh, Rose Silverman, Edward Hall, Mary Barrett, Mary Bannon, Frank Vietze, Vivian Parsons, George Campbell, Leo Hagerty, Earl Bradley, W. C. Ahlgren, George W. Towle, Patrick Rogers. Second Row, Elin Johnson, Helen Gustafson, Dorothy Lynch, Mary Clancy, Evelyn Wadleigh, Mary Johnson, Mary King, Ann Brennan, Roy Cooper, Wesley Beaulieu, Richard Kanneally. First Row, Dorothy McEleney, Blanche Walukevich, Ingrid Mattson, Hilda Rafuse, Katherine Delaney, Marion Smith, Anna Wacks, Mary Fallon, Mary Geary, Ann Kelliher, Florence Nichols

of one year and the beginning of a new one; the tying up of all the figures which had to do with the old year, and the proving that those figures are right and tell a true story in every detail. When these figures have been properly "tied together," audited and checked by men from Price, Waterhouse and Company, it is then possible to get a complete story of what we have done in every department during the year.

thing can be done with any other product throughout the plant.

By a system called the perpetual inventory system, we can tell at any time during the year just exactly what stock we have on hand. Every order that comes through must be checked and re-checked by going through several different departments. At the end of every day we know just how many rugs of any pattern have been sold



Cost Accounting Departments: Back Row, Howard Whitney, Roy M. Springer, Raymond White, Lambert Anderson. Third Row, Frank Larrabee, James Mack, James Dowling, Jessie Macdonald, Joseph Erker. Second Row, Ernest Coleman, Raymond Young, Anna Ecklund, Margaret Delaney, Agnes Foley. Front Row, Robert Rodd, M. Edgar Tarr, Catherine Corbin, Hazel Crandall, Beatrice Severance, Marion Tolman, Margaret Turner

and how many more remain in stock. Likewise, each Flooring Warehouse has to make a complete monthly report of the rugs received from the plant, the rugs it ships out, and those still in stock. As there are more than thirty warehouses distributed all over the United States, this in itself is quite a task. But it is such a system that enables the Sales Department to have at its finger-tips up-to-the-minute information on every pattern and every size.

On another account, known as the Plant Ledger, are figures which show how much each machine and each part of each machine cost when it was purchased, and how much it has depreciated in value since then. As all machinery eventually wears out or becomes broken, a Reserve for Depreciation is set up, to take care of replacing these worn out parts. In other words, if the calender roll on No. 5 Paper Machine is figured as having a life of ten years, each year ten percent of the cost of the calender will be set aside in the Reserve toward the purchase of a new one.

Every piece of machinery, every building and any other equipment is charged up to the department with which it is directly concerned, and its depreciation each year is figured in as one of the

items in the cost of running that department. If a motor used at the Roofing Plant in the process of making Art Bric Siding depreciates at the rate of \$250.00 a year, the \$250.00 is charged up as one of the costs of manufacturing Art Bric Siding, just as the felt or the asphalt constitutes another definite cost. Whenever a piece of machinery is transferred from Norwood to East Walpole, or when it has to be junked, the Cost Accounting Department must know about the change and mark its records accordingly.

Because of the organization of our company and its different plants, there are really five sets of books which almost represent five different businesses. First is Bird & Son, inc. (at East Walpole and Norwood); second, Bird & Son Sales Corporation (at East Walpole and Norwood); third, Phillipsdale; fourth, Bird & Son, inc. at Chicago; and fifth, Bird & Son Sales Corporation at Chicago. Statements from all these five major departments must be made and combined into the final all-inclusive report each January.

These are only a handful of the whole acre of problems which the accounting departments have to meet when they tackle the job of "balancing the books." It is not a task which can be left

until the last minute. It must go on continually. We cannot wait until the end of the year before we know whether it is paying us to manufacture a certain product. We must have this information always on hand.

Then in January of each year, it is a comparatively simple matter to gather all the information together, close the books for the year previous, and turn them over to the Price, Waterhouse auditors for examination.

Fourteen different departments are needed to collect and unify all these figures. Heading them

Work Orders and Plant Records, which records all items coming under these two heads; and finally, the Statistical Department which has all kinds of detailed information about every transaction.

The whole object in any accounting system is to find out as quickly and as easily as possible how successfully we are conducting our business, and how, in the light of these facts, we can be still more successful. Thanks to the most complete and best of accounting systems, and to the efficient work of each department, we are able

Chicago's Accounting Department: Top Row, H. W. Altman, Herman Pollock, H. S. Hanna. Center Row, W. F. Stafford, Anne Pollock, Florence Olson, Gordon Wiklund. Bottom Row, Helen Ballough, Violet Zimmer, Viola Rice, Juanita Amerman, Florence Hausherr. (Mrs. Zelma S. Pritchett is also a member of this department, but she was unable to be present the day the picture was taken.)



all comes the Auditor, and directly under him is the Department which keeps the General Books and issues the salary checks. The other departments, all of which furnish figures for the General Books, are: Comptometers, where all bills, discounts and other arithmetical jobs are figured; Billing, which makes up all bills; Cost Accounting, which records the costs of raw materials and all other manufacturing costs; Vendor's Accounts which pays all bills owed by Bird & Son; Freight Register, where freight records are kept and freight bills audited; Customers' Accounts, where record is kept of the transactions between Bird & Son and its dealers; Finished Stock Records, where complete records are kept of all stock made, sold, or in storage; Payroll Department, which issues all the wage checks; Stores Accounting, which keeps records on all stores and supplies;

to solve these problems and know just what we are accomplishing.



QUESTIONS AND ANSWERS

1. How many miles of felt are manufactured at Phillipsdale in the course of a year?
2. What is the name and the symbol of the new department in No. 2 Box Shop?
3. When did we have to shut down the mill and shovel out the tracks on the New Haven Railroad because of heavy sleet and snow storms?
4. List five or six unusual articles found in the rags at Phillipsdale.
5. Who was the first woman to work for Bird & Son? In the office? In the plant?

Answers to these questions will be found on page 7.

Roofing Machines Team Champions In Bowling

Same Team Wins For Third Consecutive Season

FOR the third successive season the Roofing Machines Team has won the Bowling Championship. Other teams may come and go, but the Roofing Machines Team seems to go on forever. They are a perfect example of what team work



Champion Bowlers of the 1930-31 Season, the Roofing Machines Team. Left to right, Teodori Michienzie, Thomas Smith, Sam DiFlaminies, Alex Alexandrini, Paul DeLararro.

will do. With the same five men bowling together for three years they ought to be good, and they are!

The roll-off match was staged at Adamski's Alleys in South Norwood on February 19th, and a large crowd was on hand to witness it. The opposing team was the Roofing Shippers, who had won the right to challenge the Machines team by beating the Accounting team by a very small margin on the night of February 9th.

Right at the first the Machines Team got away to a good lead, with several strikes and spares, and winning the first string by 48 pins. From then on it was their match, even though at the finish there were two Shipping bowlers with higher three-string totals than their opponents.

On page 16 of this issue we give the final standing of the teams and the ten highest bowlers.

The final and most popular event of the whole bowling season will take place just after this issue goes to press. The annual banquet and

entertainment is scheduled for Saturday, February 28th, at Holman Hall.

A feast royale is being prepared by Tom Holman, including, of course, his famous scalloped oysters and banana fritters. Following the dinner the prizes will be presented to the following teams and individuals:

Champion Team, Roofing Machines, Average .875.

Team finishing second, Roofing Shipping, Average 715.

Team finishing second in League A, Box Shop Shipping, Average 660.

Team finishing second in League B, Accounting, Average .643.

High Individual Single String, Theodore Michienzie, Roofing Machines, 136 pins.

High Individual Three String, Howard White, No. 1 Box Shop, 342 pins.

High Team Single String, No. 2 Box Shop, 510 pins.

Individual Averages: First, Howard White, No. 1 Box Shop, Average, 101.6; Second, Theodore Michienzie, Roofing Machines, 97.33; Third, Ernest Koebe, Box Shop Shipping, Average, 96.40.

Instead of journeying to Boston to a show this year, the committee decided to bring the talent out to us, and they have arranged for six acts of high class vaudeville put on by seven artists,—four girls and three men. There are dancers, singers, a Scotch comedian, and a colored specialty artist. The program promises to equal, if not excel, any that we have traveled to Boston to see in the last few years, and there will be none of the inconvenience of the long bus ride. More than one hundred bowlers are expected to attend.



Runners-up in the Bowling League, Roofing Shipping Team. Standing, Joseph Guertin, James Lowe, John Hurley. Kneeling, William Murphy, Richard Stoddard

INTERESTING FIRE BRIGADE ENTERTAINMENT

THE Annual Fire Brigade Entertainment was held Tuesday evening, February 3d at Bird Hall, East Walpole. As in previous years the occasion proved to be highly instructive and entertaining. It is estimated that nearly 400 persons were present. Invited guests consisted of members of the Safety Committees, emergency corps, foremen and executives of Bird & Son, and prominent officials of the surrounding towns and neighboring industries.

Mr. George R. Wyman, Vice-President and Manufacturing Manager of Bird & Son, and Chief of our Fire Brigades acted as Chairman of the meeting. In a short concise talk he welcomed our outside guests and praised the members of our own fire brigades and the local town departments for their preparedness in time of need.

Mr. Ernest A. Hill, special writer for the Boston Globe and speaker of the evening was then introduced and gave a talk on "Fires that I have covered." His discourse was most interesting and at times intensely thrilling as he pictured the tragedies associated with large fires which occurred before the fire prevention methods and up-to-date apparatus of modern times were known. Most of these conflagrations could have been avoided with a little care and caution. His talk covered a wide range from the famous Chelsea fire to the more recent large fire at Nashua, N. H.

Following Mr. Hill's talk, Mr. Wyman presented the Safety Trophy to Mr. T. G. Henderson, Supt. of the Phillipsdale Plant, Chicago, until recently holder of the Trophy, had an unavoidable accident on January 29 and so it passes to Phillipsdale, the plant with the next longest period since its last lost-time accident. Phillipsdale has gone since December 5, 1929, without a lost-timer. Chicago went from September 9, 1929, to January 29, 1931—506 calendar days. This excellent record is only surpassed by the remarkable run of the Norwood Roofing Mill which went 697 days.

Prizes were then presented to the winners of the Hose Coupling contests. First prize went to Company 8, Flooring Plant, which won in the remarkable time of 57 seconds. The members of this company are: Captain Leslie Fillmore, Lieut. George Goodwin, Frank Armukevich, Samuel Steele and Matthew Fyfe.

Company 3, Main Mill, took second prize, their time being 60.7 seconds. The men in this group are, Captain John Broadley, Lieut. Ralph

Farris, James McComb, John Muse and Edward Scanlon.

Mr. James J. Donovan of the Boston Fire Dept. was then introduced. Requesting that the lights be extinguished, he gave a very interesting and witty illustrated talk on the organization and operation of the Boston Fire Dept. Before our eyes flashed scenes depicting the training of prospective firemen, testing and care of equipment, operation of the fire alarm signals, actual fire fighting by both land equipment and fire boats. His talk lasted about an hour and ten minutes and proved to be one of the most interesting and instructive talks that we have ever had at one of our Fire Brigade meetings.



Safety Trophy Presented to Phillipsdale Following Chicago's Lost-Time Accident

At the completion of Mr. Donovan's part of the entertainment, Mr. Wyman announced that refreshments would be served in the Brigade Room across the street. Here Tom Holman and his trusty men were found dispensing coffee, doughnuts, cheese and cigars. Truly an enjoyable and worthwhile evening.

50

WANTED—FOR SALE

1926 Ford Sedan for sale. Good condition. Wire wheels. See Antonio Lacivita at the Roofing Mill.

MRS. FLORENCE E. HOLMES RETIRES FROM ACTIVE WORK

ON January 30th, Mrs. Florence Holmes, cashier, retired from Bird & Son. She came to the company on September 25th, 1898, and for thirty-two years has been one of the most faithful and best loved of the office employees.



Mrs. Florence E. Holmes, wearing the watch and carrying the roses presented to her by her friends when she retired the first of last month.

On the day she left, her fellow-employees presented her with a bouquet of 32 roses, a white-gold Hamilton wrist-watch, a ten-dollar gold piece and a box of candy. The picture on this page was taken on her last day at the office. She is carrying the bouquet of roses and wearing the watch.

She is living now at her home at 606 Main Street, Walpole, and we shall expect her to pay frequent visits to her old friends at the office. We wish her the best of happiness and good fortune.

SUGGESTIONS

AT the meeting held on February 4th, the following suggestions were accepted:

Class 1, representing a new product, and granted an award of twenty-five dollars:

Universal Siding—G. M. Armstrong, CE.

Class 2, representing a saving in manufacturing cost, and granted an award of ten dollars each:

Extension on Guides on Paint Grinding Machines—Robert Barss, FFM.

Method of Unloading 77" Warps—Warren Dyer, FFV.

Method of Increasing FXCM8 Cutting Length—John Walsh, FXC.

Class 3, representing suggestions of intangible value, and granted an award of five dollars each:

Method of Lubricating Slitter Knives—Robert Barss, FFM.

New Ductor Blade—Charles Chorlton, Jr., FBM.

Improved Door for Sawdust Hopper—William Hall, EML.

Lower Steam Pipe at Shut-off Valves at FFD—William Pratt, FFR.

CHICAGO SUGGESTION WINNERS

AT Chicago, prizes for the largest number of suggestions accepted during 1930 were recently awarded to the following men:

First Prize of \$100 to Nicholas Schreiber.

Second Prize of \$50 to Roswell D. Dodge.

Third Prize of \$25 divided between John J. Sullivan and Michael Thomas.

Referring to these annual prizes, Chicago writes:

"These prizes are worth while going after, not only because of their regular value, but because of the honor that goes with them. The winning of these prizes indicates that the men are using their heads. If everyone is alert to what is going on about them, many improvements will suggest themselves to you, and your name will be on the honor list for 1931. We pride ourselves on having the most efficient plant in the country and this is largely due to the fact that we have men like the above, who are giving more than ordinary thought to their jobs."

We extend our congratulations to these men and wish them continued success for their suggestions in 1931.



BIRD CLUB ENTERTAINMENT

"THE Americans Come," a Three-Act Comedy, was presented at Ladies' Night of the Bird Club on February 20th by the Roister Doisters, the Dramatic Club of the Massachusetts Agricultural College.

This play, given by over twenty students from the college, was very entertaining and mighty well acted. The accents of the English characters were as good as we have heard in any amateur group, and every part was well cast. The faults, if there were any, lay in the construction of the play, and not in the acting. It was a very enjoyable evening for all who attended. The students were entertained over night in several private homes and at the Bird Club.

An unannounced feature of the evening was dancing for an hour after the performance, with music furnished by some of the cast. Favors, in the form of boxes of Cloverleaf Candies, were distributed to the ladies, and freshly made salted peanuts were also given out.

The committee in charge was from the No. 1 Box Shop, with R. L. Tupper as Chairman. The other members were John Locke, Arthur Colburn, Harry Tower, Herbert Lewis and Alfred Kendall.

THE NEPONSETTE TAPPERS

NOT to be outdone by those who have taken up gym or horseback riding, the girls at Bird & Son have started a new organization—the Neponsette Tappers, whose sole object is the perfection of Tap Dancing among the 31 members who have joined.

It was started last month at the suggestion of Mrs. Helen Randall of the Hospital. The idea took fire immediately and the class was formed in short order. They meet weekly on Thursday nights in the Girls' Club Room in No. 2 Box Shop, receiving their instruction from Mrs. Katherine Mackie of Milford, a teacher of many years' experience. Mary Blazonis is Secretary-Treasurer. There will be ten lessons in all, and we suppose at the end of that time all 31 girls will be ready to give a public exhibition, or perhaps give up their jobs entirely and join Ziegfeld's Follies.

In case they do give a public exhibition, we give you fair notice now—it will be well worth attending.

Those who have joined the class to date are as follows: All but one or two of them are Bird & Son girls: Helen Randall, Mary Blazonis, Helen O'Kane, May Morrill, Pauline Rafuse, Hilda Rafuse, Anna Kelliher, May Walsh, Alice Clem, Helen Curran, Hannah Flavin, Ellen Flavin, Mary Concannon, Katherine Dowling, Margaret Downing, Evelyn Wadleigh, Ernestine Campbell, Agnes Kelliher, Olivine Tetrault, Ruth Milliken, Ethel Duncan, Eleanor Whitehead, Lillian Gysell, Thelma Patton, Muriel McDonald, Flora McDonald, Anna Smith, Mary Driscoll, Mary O'Donnell, Phyllis Scampini, and Nellie Patinsky.

A LETTER OF THANKS

THE following letter was recently received from H. W. Plimpton, President of the Norwood Hospital, thanking the members of the Benefit Association for their annual contribution of \$100.00.

NORWOOD HOSPITAL

Norwood, Mass., January 29, 1931.

A. W. Smith, Secretary
Employees' Mutual Benefit Assn.,
East Walpole, Mass.

Dear Mr. Smith:

It is very pleasant to find the name of your organization again enrolled as a Corporate Member of our hospital.

We acknowledge receipt of your check of \$100 and ask that you extend to each member of your Association the sincere thanks of our Trustees.

Very truly yours,

H. W. Plimpton,
President.

BIRD SHINGLES ON LABRADOR SCHOOLHOUSE

COMMANDER DONALD B. MacMILLAN, on his trip to Labrador in 1928-29, carried with him a supply of Bird Super-Twin Thick Butt Shingles to be used on the roof of a mission schoolhouse at Nain, Labrador.



The schoolhouse farthest north in America, built at Nain, Labrador, by Commander Donald B. MacMillan. Bird Super-Twin Thick Butt Shingles are on the roof. Notice the costumes of the children, especially the sealskin boots

The building has been completed, and was opened last year with forty pupils attending. The teacher is Miss Katherine Hettasch, whose father has worked among the natives in Labrador for many years. This is one of the first schools built by an English-speaking nation for the teaching of the English language, and is, so far as we know, the most northern schoolhouse on the American Continent.

The picture shows Miss Hettasch with a group of pupils in the school yard. The bird shingles on the roof of the schoolhouse contrast sharply with the hand-fashioned wooden shingles on the shed

Answers to Questions On Page 3

1. Roughly, about 10,000 miles. 108 in. wide.
2. The new department which has been in existence since Christmas is the Set-Up Department for Shoe Cartons located on the top floor of the Maintenance Building. Its symbol is FXH.
3. Mr. Allen sent a telegram to New Haven officials offering our services on February 21, 1920. The first "Snow Special" train of workers started out on February 23rd, and the shoveling continued until March 11th.
4. Love letters, Unpaid bills for the clothes, Foreign money of all descriptions, German beer checks, millions of German paper marks (after the war), ancient snapshots.
5. Here is one we can't answer. If you know, or can give us any help, communicate with the Review office in the Labor Bureau.

BIRD'S NEPONSET REVIEW

Vol. XIX.

MARCH 1931

No. 3

Published Monthly by the Employes of Bird & Son, inc.
In the Interests of the Company and Its Workers
For the Promotion of

Good Service

Good Business

Good Will

MILLS: East Walpole and Norwood, Massachusetts;
Phillipsdale, R. I.; Chicago, Ill.

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Editor, B. D. Rogers

Assistant Editor

Photographer

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Printing Foreman, F. R. Meyer

"The man who does his best today will be a hard man to beat tomorrow!"

EFFICIENCY IN PRODUCTION

"WHY do you run your machines at full capacity for three or four days a week and then shut down completely? Why don't you spread out the work over the whole of the week?" Such a question is often asked in dull times, and here is the answer.

Operating a paper mill is an expensive proposition.

If a paper machine, for instance, can produce 150 tons a day, and we cut down its production to 100 tons a day, to "spread the work out," it means that the paper manufactured on the slower time will cost much more to make, and since it is more expensive it will be more difficult to sell.

Reverse the process, make as much paper in a day as possible, and the cost of the paper will decrease. Then we can sell it at a lower price, meet competition, and build up more sales. More sales will mean more work. And more work is what every one of us wants.

What applies to paper applies equally well to Box, Flooring and Roofing products. We must sell what we manufacture, and we can't sell if our products cost more to produce than similar products manufactured by our competitors. "Spreading out work" is only wasting valuable time and money. Our machines must be run at full capacity when they are running, or soon they will not run at all.

The suggestion made by Mr. P. R. Allen in his special message last month is not to be lightly regarded. If at the present time we can not run our machines to capacity for a full week, we can do so by bringing out new products, capable of being manufactured on these machines—products which will keep everyone of us busy manufacturing

and selling them. If you can help Bird & Son in any such way to increase its business you will indeed be a fortunate man or woman.

Work hard and work efficiently and you will be doing your bit toward building up more business and more jobs.



SAVE ON THE LITTLE THINGS

IT was less than two years ago that we ran in this column some astounding figures about the cost of waste in our plants. We showed how, if each one of us wasted only a penny a day, the cost would be \$18.00 every twenty-four hours, or \$5,400 a year. This is as true today as it was then.

Now apply this same idea to your own home. Suppose there are five in your family, and you all waste a penny a day. That is \$1.50 a month, or over \$18.00 a year. \$18.00 will go a long way in buying meals or clothes.

Saving money or time or materials is as easy as wasting them, once you get the habit. If you haven't acquired the habit yet, during the past six months, it's time you did. If you are an extravagant person at home you will be very unpopular; and if waste either too much time or too many materials at your work, you may find yourself out of a job. A waster isn't wanted anywhere, these days.



EDWARD BOULTER

IT is with deepest regret that we record here the death of Edward Boulter of the Maintenance Department, who slipped and fell from the No. 2 Box Shop Roof on the morning of February 2nd and died from his injuries later that day.

Mr. Boulter first began work with Bird & Son in June 1919 as a millwright. He left the company for about a year in 1920 but returned early in 1921. He was an excellent carpenter, and his specialty was roof repairing. In 1927 he became Assistant Foreman in the Millwright Department, under A. C. Urquhart. It was he who superintended the building the new Warehouse at the Flooring plant a year ago.

The funeral services were held at the Union Congregational Church in East Walpole on February 6th, with the Reverend Clarence L. Schroeder of Walpole officiating. As Mr. Boulter was a Mason, the funeral was conducted according to Masonic rites. The large church was filled with friends, and there were many beautiful floral pieces and bouquets.

He is survived by his wife Reubina Boulter, his mother, Mrs. Helen Boulter, two sisters, Mrs. Andrew Walker and Mrs. Joseph Law, of Walpole, and four brothers, Bertram and Amos of

Prince Edward Island; Artemus, New Hampshire; and Curtis of East Walpole.

The deepest sympathy of every Bird & Son worker is extended to Mr. Boulter's family. We all feel the loss of a loyal worker and a true friend.



LIBRARY NOTES

THE reading habit is holding its own against radio, the movies, bridge, and other amusements, is the report from publishers, booksellers, and librarians. We are glad to say that our circulation has increased since the beginning of the year. A larger number of users of our library would be an encouragement to hold more books at East Walpole.

New Books:

Follow the Sun—Alton Ketchum—the adventures of two college students who worked their passage to England on a cattle steamer. After a brief tour on the continent, the funds were depleted. One of them returned to America, but the other continued his journeyings, made possible through his contributions to a newspaper syndicate. He visited Egypt and some of the Asiatic countries, returning across the Pacific Ocean. His friendships and adventures were many, and he found pleasure and excitement in whatever he experienced.

Up the Years from Bloomsbury—In these reminiscences, George Arliss writes of his life from his earliest years, bringing in much of interest about people of the theatrical profession with whom he has been associated.

Polar Regions in the Twentieth Century—Major General A. W. Greeley—In addition to an account of his expedition to the Arctic regions, polar explorations from earliest times are described and attention drawn to the development of Northern lands.

Your Character from Your Handwriting—Harry Brooks.

Fiction:

Strictly Private
Rex
Prairie Patrol
Lone Hand
Castle Gay
Sunset Pass
Advisory Ben
Sylvia of the Minute
Steamboat Gold
Row Forest
Journey's End
Mammon
Lydia's Little Plans
Miss Mole

Benson
Benson
Bindloss
Bindloss
Buchan
Grey
Lucas
Martin
Ogden
Pryde
Sheriff
Wren
Yates
Young



HEALTH NOTES

WHAT IS YOUR WEIGHT?

By C. O. Sappinton, M. D., Dr. P. H.

MUCH of the discomfort and some of the pain people about us suffer is the result of their trying to change their weight.

The thins would get fat and the fats would get thin.

It is human to want to change, and it is human to want to have a good figure. But when, in bringing about such a change, you jeopardize your health as well as your beauty, it is high time to call a halt.

Take It Easy

Weight, you must remember, comes from waiting. It is very unwise to take strenuous methods in the hope of chopping off large amounts of avoirdupois in too short a time.

If you are thin, find out just what you should weigh for your age, height and sex. Then go to work accordingly. Unless you are 20 percent underweight, it is not necessary to see your doctor. If you are that much underweight, there are usually defects present which need attention.

If you are less than 20 per cent underweight, you should be able to gain by eating fuel foods in abundance. These are starches, sugars, oils and fats. Drink a glass of half milk and half cream three times a day. And, above all, avoid over-fatigue, nervous strain and exhausting exercise. In other words, take it easy!

Advice for "Heavyweights"

Similar rules apply to "heavyweights." If you are more than 20 percent overweight, better see your doctor. He will prescribe the type of reducing procedure best fitted for you. A carefully planned program of exercise and diet is necessary to reduce. Since no one program will fit perfectly the needs of two persons, it is best to get advice before starting out to reduce.

Many weight-reducing schemes are not only fakes, but are dangerous to health and life as well.

Unless you are very much over or under weight, don't worry. Just use common sense in eating and exercising. Otherwise, see your doctor before launching on a fattening or reducing campaign.



Make Yourself Liked in Business

THE following catalog of cooperativeness is suggested by the President of the Allis-Chalmers Manufacturing Company.

1. Be open-minded toward suggestions.
2. Meddling is the sand-in-the-bearings that causes friction.
3. Interest in the problems of others insures their interest in yours.
4. When layoffs loom, the grouch has few defenders.
5. Knowing when to stop arguing argues a tactful disposition.
6. To see the thing as others see it means a good business eyesight.
7. Pettiness is the vice of little minds—they stress their picayune importance.
8. Sincerity is the soundest currency of all business practice. The "Yes" man is a drug on the market.
9. Give credit when due. It will establish your own credit.
10. Play absolutely square. You will enjoy the game more—and earn the respect of the other players.

Notes From Plants and Offices

MAIN OFFICE AND SALES

Margaret Poff	Sabina Costello	Alice Fales
Alice Clem	Gladys Noddin	Beatrice Severance
Ida Milesky	Eva Knoll	John Andrews
	Elizabeth Lawson	

We learn that Mary Stone participated in the winter sports at Mount Royal, Montreal, Canada, over the holiday week-end. Let us in on it, Mary; did you get "across" with "anything?"

Martha Clem, formerly of the Flooring Office, is now at the Main Office in the Stenographic Department. We're glad to have you with us, Martha.

Jim Mack and Eddie Tarr had a narrow escape from a



Two boys who are going to make a bid to join the Horse Club this Spring—George Harland and "Happy" Hale, truck drivers for W. J. Hill Company

serious accident when they were coming up Morse Hill with Frank Eisenhour in his roadster. They skidded and hit a telephone pole and Eddie gave an involuntary demonstration of the qualities of shatterproof glass. As this is Jim's second accident in less than a month, he says he's had enough.

Congetta Civalo recently attended a formal dance at the Hotel Somerset and reports a wonderful time.

Eleanor Whitehead, Ethel Duncan, and Ruth Milliken are among those who have joined the Tap Dancing Class. For the present we will say that they are getting on "strenuously."

We have heard of absent-minded professors, but when Margaret Owens calls the Credit Union and asks for a check, and Ed Grout sends one over made out to "Margaret Jones," we think it is time things were investigated.

Jean, daughter of Scottie Robertson, has been confined to bed with the measles. We are glad to say, however, that from all reports Jean is resuming her normal sunny disposition—and also that Scottie has not come down with the disease himself yet.

Margaret Sheehan has returned to work again after a very bad case of the grippie.

Jerry Sheehan, roofing salesman in part of New Hampshire, has resigned from the employ of Bird & Son, inc., and is at present attending college in Chicago where he is studying the selling of securities. We hated to see Jerry go and wish him good luck in his new undertaking. Bob Beattie is handling his territory.

Louise McFarland has taken up skating again, so she tells us. Has any one noticed any cracks in the ice on the river?

We are expecting any time to hear she has joined the Tap Dancing Class, too.

Rogers Weed, Bill Tylander and Harold Murley of Roofing Sales have given up smoking during Lent. Needless to say, it hasn't improved their dispositions any, and the Sales department has offered to furnish smokes free of charge if they will smoke them.

This new fashion has also invaded the Bird Club, and it's almost a crime to be caught smoking at the house these days. Jack Bradley has got to the stage where cigarettes no longer even taste good to him. Think of the money you'll save, Jack.

We are glad to have Mike Hawkins back with us again. We missed him the week he was confined to his home with the grippie.

E. J. Casey is handling the territory formerly covered by A. S. McCarthy in New York State.

May we once again tender our congratulations to the Credit Bowling Team which has just wound up another glorious season in its customary place—the cellar. Each year this team makes their "high low" position a little more secure. This year they won 8 points out of a possible 56.

Friends in the office deeply sympathize with Agnes Hefferan in the loss of her niece.

Alice Clem enjoyed winter sports at Lake Assauompsett.

We hope all the Neponsette Tappers attended the last Bird Club party and got a few pointers from the tap dancers there.

Margaret Kelley, Anna Smith, Pauline Rafuse and Eleanor Morse enjoyed the toboggan slide at Mount Royal over the holiday.

Nellie Patinsky recently journeyed to Manchester aboard the Winter Sports train.

Old King Cold visited most of the members of the Boston office during the past month but all are now back on the job again.

Mr. Copeland, who took a trip to Sicily, has returned in good health and is back on the job again at the Boston office. Girls! there's the place to go for a sun tan!

Any questions regarding the Boston Bruins, Basket Ball and Oh! Yes!—The Swedish Baths over in Quincy, will be answered by Bob Abbott of the Boston Office.

We have occasion to congratulate Al Smith of the Credit Union again, this time on his appointment as Chairman of the Department of Relations with the Office of Commissioner of Banks for 1931. This is in connection with the work of the Credit Union League, in which he was re-elected a Director in December.

If quantity consumption is any indication of the success of a dinner, then the New England Boiled Dinner served one noon recently at the Union church was a howling success. How those boys from the Accounting Department can eat!

We'll bet our last red cent Ed Hall won't offer Roy Springer any more Lemon pie. At this same dinner, Eddie unwisely asked if any one wanted his pie. Quick as a flash Roy took him up on it, and helped himself to the plate and all before Eddie could recover. He hasn't wholly got over the shock yet.

Have you smelled the new paint at the Main Office? A regular spring house cleaning seems to have been started and we expect we won't recognize the place when they are through.

John Andrews spent the holiday in Rockport, Maine, and Jim Mack journeyed to his home in North Adams.

Sophie Eppich was among those from the office who enjoyed the Montreal excursion.

Marion Tolman spent the holiday at New London, Connecticut.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran
Herbert L. Badger
Welthea Smith
Herman Nordstrom
John Maitland

Halburton Dobbins

John F. Burke
John H. Maguire
Mary Driscoll
John DeCosta
Mario Boragine

Walter Bisdnack is back to work again, after a two weeks' layoff due to being hit by an automobile on Walpole Street, Norwood.

Just as we were going home on the night of February 13th we were startled to see something moving along Washington Street, toward East Walpole, very slowly. At first we thought it was an Army war tank, until it got closer. Then we found out that it was Frank Dockray with a load of Neponset wall board tied on both sides of his coupe. Bill Quinn acted as chief escort. They tell us that Frank and Bill are fixing up the old home town on week ends.

Santa must have brought Peter Folan a sled for Christmas, as he was tickled pink to see the snow.

Vincent Grudinsky and James J. Geary are both on the sick list, but we hope to have them back with us soon.

Tony Feeney and John Walsh took in the Winter Sports Carnival in Medfield over a recent week end. They report a good time enjoyed by all.

The stork visited the home of Peter Folan on February 17th, and left there a baby girl weighing ten and a half pounds. Congratulations, Peter.

If you should drop in at the Stock Transfer office any noon hour, you would find James Kivlan and Ed Fitzgerald playing checkers. To listen to them would remind you of war days back in 1917.

With regret we said good bye to Clara Burke, who left us January 30th to accept a responsible position with a Boston concern. On leaving, she was presented with a fitted suit-case from the workers in the Cartridge Cutting Department.

Have you seen Helvi Lehtonen's new white gold glasses? We take it Helvi will miss no tricks in the future.

Julia Lewis from the No. 1 Box Shop has been working in the Cartridge Cutting family for a few weeks. We certainly enjoyed your company, Julia.

Mary Sameski was tendered an engagement party recently at her home on Short Street.

Rumor hath it that Henrietta Florest is on her way to Canada for winter sports.

Andrew O'Malley has finally surrendered, unconditionally, too. Almost any time, now, you can hear music, speech-making and other static coming forth through the windows at 16 June Street. Yes, it's a Victor Radio, and we don't doubt you'll enjoy it, Andy.

A couple of future chief engineers from our mill motored to Brockton last Saturday, on business, of course. We understand "Little Caesar" and a couple of free dinners were the main business deals transacted. Who?—Joseph Marsh and John McLennan.

Patrick McNulty is now at home, recuperating from injuries received in an automobile accident some few weeks past. We are with you, Pat.

Sulo Soloma and Sam Dun are both taking evening courses in Steam Engineering at a trade school in Boston. Good luck to them both.

Anybody who must practice drastic economy should consult Maizie Driscoll. She practices it because she likes to, not because she has to, but she is a real authority. She can tell you how, when and where to purchase so that you will feel more than repaid for the money you spend.

Ralph Wilkins attended the meeting of the Technical Association in New York.

Benjamin Roberts recently spent two days in Montreal.

Veronica Makarevich is working in the Mill Office for several weeks, until Welthea Smith returns.

Latest reports from Welthea Smith tell us that she is getting along fine. She has left the hospital and is now convalescing at her home in Poughkeepsie.

Fred Duncan, master mechanic, who has been sick since the first of February, recently left for Langley Field, Virginia, where he will stay until he fully recovers his health. He is visiting his brother-in-law there and we fully expect to see Fred arrive back at East Walpole in a few weeks with an airplane of his own. Best wishes for a speedy recovery, Fred.

Phillipsdale, R. I., Mill

Rexford H. S. Lisbury
David S. Lowry

John H. Nolan
Leslie E. Howard

Helge Holter is looking for a garage for his glider. Anyone having one reasonable should get in touch with him. He is willing to pay as high as two or three dollars a month.

Several boys have attended the auto show looking with longing eyes on the various exhibits. So far as we can learn all they did do was just look. Billie Banks isn't even interested since someone told him that his Essex wasn't even worth a trade-in.

The fellows in the shipping department have recently become known as the "tar boys" for they have become quite skillful in the use of hot asphalt. They too can learn by experience.

On a night recently when the boys on the paper machine had to work overtime Harold Hey had his supper brought to him. When it arrived it looked like an old fashioned Sunday School picnic lunch and he had enough left to feed all the rest of the boys. Charlie Anthony had his too but he didn't want to hurt Harold's feelings so he also partook of the feast.

Helge Holter, William Livingston, and Henry Phelps are becoming known as the painting triplets. They paint anything—ceilings, walls, floors and faces, especially their own.

The birth of Eddie Wynne, son of Thomas Wynne, was announced on January 4.

Ed Maddern, son of Ted Maddern, had his name on the honor roll of his school in Seekonk.

Joe Farrell has been getting his lockers mixed and could not understand why Casey's overcoat seemed to be hanging in his locker. A suggestion has been made that Joe's locker be painted a different color from the rest or that Joe change the color of his glasses.

Jack Mello claims to have a good luck charm which, if carried, enables him to win any game he is playing. Les Howard is trying to get him to play checkers with it sometime.

The shipping room now boasts of a motor generator set all their own.

Several fellows have been out sick with the grippe but by this time we expect most of them have returned. They include Chamberlain, Maddern, Barquist, Billings, Nanni, Sousa, Couture and Brago.

Manuel Oliver has had a short session at the hospital but should be well on the way to recovery now.



The Bird Club fellows have given up smoking during Lent

BOX FACTORIES

East Walpole, Mass.

No. 1 Box Shop

*Edward Gronroos
Herbert Lewis*

Charles H. Mutch

*Ralph Watson
Ralph Farris*

Since Joe Keefe got his false teeth, he wears a regular Pepsodent smile; some contrast to his former clammy expression.

Lawrence Blatchford has left Bird & Son to join the Boston Oakland-Pontiac concern.

If you have tried to get alcohol at the storeroom and were disappointed, don't get sore. There's a reason. Wilmer Wiggin is using it up as fast as they can buy it. If the Ford drinks much more we fear it will begin to stagger, or maybe go blind completely.

William Hall should establish a supply booth at the Shop gate to supply cigarettes and matches.

Bullet White has assumed new duties at the tapers in the Corrugated Department.

Our new safety mentor in the shipping department, namely John Hunter, is bound to stop accidents. If you break a safety rule, John will break your nose. It looks like a record-breaking year.

Here are a few characters you can see any noon at the Brigade Room: Charles Haak, at checkers, Frank Welch, spectator, "Little Tony" at the height of suspense in a close game, Joe Keefe, Watson, and others.

Peter Nilson is mystified. His radio performs better without an aerial!

Tony Lewicki is going to save money on gum, now. How come, Tony?

Billy (goat) Head again comes into the picture. This time in the heroic role of Chief of the Slingtown Fire Department. At a recent fire he distinguished himself by rescuing three pigeons from a burning shed.

Bill Hall started out bravely and hopefully to raise a "football team" on his upper lip, but one morning he appeared at work and his moustache was gone.

Extinct "Lizzie's" along the roadside are not so rare these days, but Ralph Clark and Ed Gronroos had the rare opportunity of seeing a dead horse along side the road the other day.

Billy Sunday is tame compared to Mike Verderber. Billy takes two hours but Mike takes all day.

Bob Morse is going to be married in June, so he says. Which makes us realize that March first is here again. Such stories from Bob have become an annual event at this time of year, one that we anticipate and look forward to.

We are glad to have Vincent D'Espinosa back on the job after his two weeks' illness with the gripe.

Berta Kugel underwent a successful operation for appendicitis at the Norwood Hospital February 14. Best wishes, Berta, for a rapid recovery.

Herb Lewis takes exception to last month's article regarding his ancient Chevy. He claims it is just hibernating and will soon be up and about again, ready to uphold its claim for speed, stamina, and beauty.

Al Kendall was out three days with gripe during February.

Also concerning Kendall, it appears his horseless carriage which he jokingly terms an automobile, is shortly to join Lewis' crate in hibernation, or sump'n. It is beginning to show signs of senile decay.

Arthur Colburn's radio troubles are over, temporarily. After 3 trips out by a service man, and 4 trips in by Colburn, the radio has finally gone back to Boston for good.

No. 2 Box Shop

*Edward Scanlon
Catherine Brady*

Frank Eisenhaur

*Christine Sherer
Anna Duffy*

Peter Bridgham has gone in for wrestling in a big way, recently staging a match with a pair of rubbers, for the benefit of the whole printing department. It was a tough match for Peter; he threw the first one, but the second one gave him

a tough battle and he lost. It threw Peter in the fast time of five minutes, with a flying tackle. Now the question is, who put the paper in the toes of Peter's rubbers?

We welcome Ethel Cobb into the Printing Department, and wish her every success in her new work.

Did you happen to read the Daily Record over your cup of coffee last Monday morning and see the picture of General Edwards' body lying in state? If you looked at that picture the way you should, you would have seen a well-known face in the upper right hand corner, and that face belonged to none other than William Jackson, our superintendent. So now if you ask Bill what morning paper is the best that your two cents can buy, he will tell you—"The Daily Record."

We feel real sorry for a certain young lady who forgot to count her calories. Ethel Havey was in a terrible dilemma as a result. Luckily she was with a crowd and one of the girls came to her rescue when she said, "Please tie my shoe, I can't stoop."

Even Safety First men don't practice what they preach all the time, and Frank Eisenhower has to admit it. He has been limping around the past week as the result of a collision with a telegraph pole. We wonder where his right arm was. It's a good idea to look where you are going, Frank, it'll be money in your pocket. And don't go out at night without enough moonlight to light your way and guide your wheels.

Frances McDavitt looks real cute these days in her new natty frock.

Evelyn Michienzie is with us again, helping in the Flower Pots department.

Annie Poznec has returned to work after being sick several weeks.

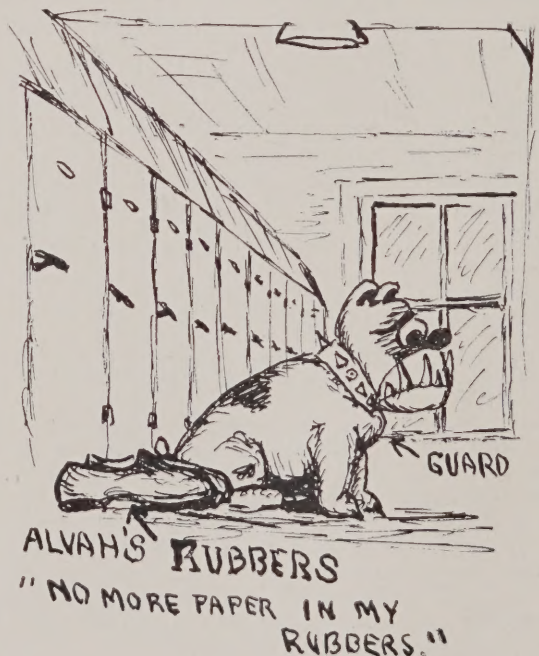
To keep that school-girl complexion we advise taking treatments from the girls when they are making the new Neponset Black Improved Flower Pots.

Mary O'Donnell has had to go home because of a bad cold. We hope she'll be back with us soon.

We are sorry to learn of Arthur Sprague's long sickness, but he is recovering now and we hope to have him back to work soon.

It won't be long now before everybody in the Shoe Cartons will be married. Anthony Montisano started the year off right last month. Good luck, Tony.

Last year John Ginley and Lawrence Hubbard joined the married class. Who will be next? Olive Burke?



ROOFING MILLS AND OFFICE**Norwood, Mass., Mill**

Charles Savage
John White

Charles Seavey

Charles Watson
Edward Hiller

Frank Masciarelli is stepping around like a prize peacock these days, because of the new addition to his family. Her name is Dorothy Louise.

William Carr made a 175 mile trip by car to Richmond, Maine. Some drive over the heavy, snow-covered roads.

Kenneth Stuber was a visitor at the recent Sportsmen's Show in Boston and he reports that Bird Products displayed on the portable buildings of C. E. Young Co., Randolph, were creating much interest. Their representative, Mr. Bates, said that Art-Bric Siding was the outstanding feature. Many questions were being asked concerning it. Bird Rugs also registered favorably, and brought many inquiries.

Ray Call has returned to work after an attack of the gripe. That snappy new sheepskin coat he is wearing came a little too late, but it will give old man winter a good battle in the future.

Warren Manson has also returned from an enforced vacation because of the gripe.

In fact, sickness was the outstanding topic of the whole month, at the Roofing Mill, and took its toll of mill workers and foremen alike.

Ed Lincoln has once more decided that Taunton is too far off to travel after work at night, so he has taken up residence with Dick Stoddard in Walpole.

Oscar Saterdal has been transferred to the Main Mill, from the boiler room, and Ralph Clifford, also from the boiler room, is now working on No. 1 Machine.

We regret to report the death of Charles Seavey's mother in Framingham, and Ralph Kemp's sister in Providence during the month.

Ted Michienzie had aspirations to become the next heavy-weight champ boxer, but his opponent evidently had the same aspirations and decided Ted's eyes didn't look dark enough so he blackened them up a bit. You had better stick to bowling, Ted.

We are pleased to see Pat Treacey, John Walsh and Mario Tomasseti back to work after their battle with the gripe.

Work has been started on the addition to No. 5 Machine.

Harry Dresser has just completed eight years of service in the Maintenance Department.

John Pratt, the "Lionel Hitchman" of the Roofing Mill, stickthunder his way through an attack of the gripe, and we are pleased to see him back.

Chicago Mill and Office

C. J. Perrizo

John Matcha

Dell F. Lydon

Mr. Hird attended a meeting of the Prepared Roofing Contractors' Association of America, a new association composed largely of steep roofers. Dinner, speeches, and entertainment made up the program.

Mike Walsh of the Mill, and Florence Morman of the Stenographic Department are still on the sick list, but well on the road to recovery. Ray Wolf, R. Dodge and Florence Hausherr, who were also on this list, have returned to work.

Some very interesting reports are coming to us of production records being made and broken in the Mill and this same spirit is being shown in every department. Improvements in old products, and new colors and products in the line should make 1931 a good year.

John Matcha was confined to his home for several days due to illness. The news of his recovery and return was welcome, but the big surprise was news of the arrival of an 8½ lb. girl in the family, which event, no doubt, hastened his recovery.

Rudolph Budz of the shipping crew received a painful injury recently which resulted in the loss of an eye, when a nail he was driving ricocheted off the hammer head. The accident was unavoidable and the sympathy of the entire company is extended to Mr. Budz.

Also unfortunate is the loss of the coveted Safety Trophy, but we are proud of the record which kept it at Chicago for 506 days, a record broken only by the Norwood Roofing Mill employees.

News of the salesmen aside from their regular daily reports is contained in the following items:

Doc Hill (Southern Illinois) was slightly injured in an automobile accident.

Harry Clark (Iowa) has a new Chrysler car.

Andy Spiers (Illinois) is daddy to a baby girl, making the second in a family of 5 children.

B. Morris (Arkansas) writes us that conditions in his State



A "breeze" from last summer. Jack White and Ray Call "fishing" off Bumkin Island, Boston Harbor

are not half as bad as they are being painted by certain senators.

Photographs have been taken showing certain operations in the manufacture of our roofing wherein asphalt is used, and these will be used as part of our exhibit to be made by Standard Oil Company in the Industrial Museum now being built in Chicago.

FLOORING PLANT AND OFFICE**Norwood, Mass., Plant**

Lloyd Smith
Tom Rogers

Kaino Paajanen

Lester Evans
Lawrence Gammell

Spring is in the air. John Macchi is staying out nights. He comes in in the morning all smiles, and runs home at night—but not to stay. We think the attraction is in Woonsocket.

Members of the Horse Club have taken up bridge, and almost any morning you can hear some one say that he has sat in a game over at some one of the many nurses' homes about Boston. It is hard to tell whether they enjoy bridge, or whether they are just insuring themselves against sickness.

Gordon Wilson is an up-and-coming artist. His latest masterpiece "Portrait of a Hockey Player" has not been placed on exhibition because of Frank Clem's strong objections.

Marian Kissell froze one of his ears this winter. This doesn't mean much in his young life as he is used to worse things such as breaking his arm or getting some of his teeth knocked out.

Clarence Hagman scratched his car lately. This catastrophe is to be ranked with the Japanese Earthquake, the Mississippi Flood, the drought, etc.

Someone must have mistaken Frank Clem's knees for the puck in a hockey match. He has been hobbling around for a few weeks. When he isn't playing against Quincy he is playing for them. And by the way, Frank, what is this Brookville team you play on? We hear you've been mentioned as Olympic tryout material, too.

The Flooring Office seems a little bit lonesome, without Martha Clem, who has been transferred to the Main Office at East Walpole.

Gordon Wilson is getting himself a new landlord, and is moving to Crescent Parkway.

Thomas Durkin is now the proud father of a baby girl born January 26th. Congratulations!

Joseph LeBlanc says his Chevrolet motor sounds a little noisy since he put a heater on it. We are wondering if all Chevrolets have heaters in them!

Carl Gustafson has fallen in line with Ira Goding's ideas in automobiles and has acquired a Chevrolet. When it comes to salesmanship, Ira puts the punch in the final arguments.

Have you seen Joe Long's Ford with its wire wheels all in different colors—green, orange, violet, and scarlet. It looks just like Pattern No. 3147. That's what we call real "loyalty," Joel!

It's a good thing that there are no speed cops in the Flooring locker room, some of the mornings when William Boyd is telling us how he does 69 miles per hour in his Essex Super Six.



A scene from "somewhere out west," taken by Florence Morman of the Chicago Mill Office

CHICAGO OFFICE

V. D. Szukalla

Gladys L. Davis

W. K. Smith celebrated his birthday on February 6, being now eighty-seven years young. We are quoting a congratulatory wire sent him and also his reply:

"Birthday Greetings and Best Wishes for many more birthdays to come."

"The first hundred years are the hardest but the journey is made vastly smoother and pleasanter by the kind wishes of you good people whose friendship I cherish."

Mary Curran also celebrated her birthday on February 2. Mary, did you hear about the man whose guests were overcome by the heat of the candles on his birthday cake? We hope you can report that same thing in many years to come.

It certainly seems good to see the sunshiny weather back again because with it has returned the "health" of the office. It was almost amusing the way practically everyone in the Chicago office had to take his turn staying home to recover from some form of illness. "Scotty" Whitelaw took care of W. K. Smith's territory while he was forced to remain indoors for a time. It almost looks as though spring has come. Some of its signs are Gwen's new green smock, Ida's Wanderlust and—have you seen Tom's Cadillac? Oh well, these Big Butter and Egg Men! Watch out so you don't blow an Austin off the street whizzing by in that speed boat, Tom.

Bert Hindmarsh reports that Joanne is feeling fine again. He says she is doing the cooking now.

Lillian and Sadie were the hostesses for the last meeting of the Bridge Club. Instead of having the hostesses furnish the "eats" as in the past we all ate in the new lunchroom in our building. Lillian and Gladys won the prizes—a cigarette box and a pair of hose. We were greatly honored by the presence of Messrs. W. G. Dunn and C. W. Hodes. Who trumped who's ace?

We haven't been seeing much of Mr. Westcott lately. Since attending the Smith Auction in New York, he has been doing jury service. (Ed.'s Note: We notice he has also joined the Iron Hat Brigade.) Mr. Tyson has also been out of town—this time in the South.

G. R. Groendyke reports that through the efforts of "Scotty" Whitelaw in promotional work he was able to obtain the business of a certain desirable account in his territory.

Cliff Hodes has again changed his place of habitation and is now residing at the Oak Park Chateau. The Chief Inspectors of the office were invited to give their sanction on the apartment and reported it quite satisfactory and cozy. Cliff, don't you find it hard to keep those twelve spacious rooms clean, especially the kitchen? When you do your housework, why not just throw a cup of water down and sweep it out? At any rate, one good point about it is that you can sit in the middle of the apartment and reach for something in any room.

•••

A TRUE STORY

IT takes a mighty effective bit of advertising to interest a hen in anything besides chicken feed, as you know if you've ever tried to give a hen a sales talk. But here's a true story about some Bird & Son advertising that one hen broke her neck over—

As the good ship "Neponset" was passing over Baldwinsville, Mass., last summer it caused a small riot in one of the hen yards down below. One old biddy, who had been making a comfortable living all her life laying eggs, got so excited over this new "Bird" way of making money, that her emotions got the better of her. Running at top speed back to the hen house, to tell her friends the good news, she either misjudged her distance or turned her head at the wrong time for another look at the Neponset, and charged full tilt into the side of the building, breaking her neck, and dying instantly.

This little tale needs no moral, and its truth can be vouched for by Mr. Albert J. Betty who runs the Baldwinsville Texas Gas Station which is covered with our Art-Bric Siding.

•••

GATEMAN BILL'S SAFETY SPARKS

1. Joe didn't aim to get hurt; on the other hand he didn't aim not to.

2. The saddest words of tongue or pen I'd say are "some-one's hurt again."

3. I've got a lot of things on my battle-scarred conscience but there's no recollection of dragging anybody out from under my old car.

4. Some gent has wisely figured that foot prints on the sands of time are not made sitting down.

5. Some folks are too busy hunting better jobs to do better work.

6. The new guy who knows enough to know what he doesn't know—knows a lot.

7. The GOLDEN RULE is the best Safety rule ever written.

8. I've outguessed a flock of accidents in my time—I'M HERE TO TELL YOU!

9. The saying that "familiarity breeds contempt" seems to apply when we notice that it is usually the experienced man who gets hurt—not the new comer.

10. SUCCESS comes in "CANS."
FAILURE comes in "CAN'TS."

Visitors at our Plants During February

ON February 11, nearly fifty contractors were entertained as guests of Bird & Son, and the Treat Hardware Corporation of Lawrence, Mass.

These guests, with the managers of the Treat Hardware Corporation were served luncheon at Holman Hall, given a brief talk by Mr. William E. Hale of the Sales Department, and then taken on a tour of the Roofing Plant. The picture shown in this issue shows the men just as they started their trip through the plant.

Among the prominent men who were present that day were Mr. Arthur Jones, President of the Treat Hardware Corporation and Mr. Timothy Scanlon, Manager of their Roofing Department.

Other Visitors at East Walpole and Norwood

Mr. R. F. Ott, Standard Mill Supply Co., Providence, R. I.
Mr. Masterson, Colonial Containers Corporation, Boston, Mass.

Mr. Hawkins, Lewis Manufacturing Company, Walpole, Mass.

Mr. J. H. Bliss, H. R. Bliss, Inc., 50 Church Street, New York City.

Mr. John Stehnack, Webster, Mass.

Messrs. Flynn and Rooney of Meekins, Packard and Wheat Company, Springfield, Mass.

Chicago Roofing Plant

Messrs. H. Karst, C. Crist, and E. Miller of Indianapolis, Ind.

Mr. H. C. Prinzier, Indiana Salesman.

Mr. L. L. Williams and Mr. Carr of L. L. Williams Roofing Co., Muskegon, Michigan.

Mr. Rahn, Elgin Lumber Co., Elgin, Ill.

Mr. Will Hinman, Hinman Brothers, Lincoln, Nebr.

Mr. Stanley Swantack, Toledo, Ohio.

Chicago Flooring Office

During the recent Winter Market held at the Furniture Mart in Chicago, we had the privilege of meeting and conversing with the following:

Mr. Chappel, Wayne Store, Dayton, Ohio.

Hellrung & Grimm Hfg. Co., St. Louis, Mo.

W. L. Franc, Home Furn. Co., Columbus, Ohio.

Mr. Wansborough, M. W. Savage Factories, Minneapolis, Minn.

Holman Furn. Co., Fond du Lac, Wis.

I. L. Steinberg, Spring Valley, Ill.
S. & L. Dept. Store, Spring Valley, Ill.
Mr. Denkema, Young & Chaffee Furn. Co., Grand Rapids, Mich.
Mr. King, Leath & Company, Janesville, Wis.
Mr. Swift, Leath & Company, Beloit, Wis.
A. J. Petersen, Chicago, Ill.
A. Meltzner, Edgewater Fl. Cov. Co., Chicago, Ill.
Artcrest Mfg. Co., 4248 N. Western Ave., Chicago, Ill.
J. J. Lyman, DeWitt-Seitz Co., Duluth, Minn.
F. W. Bauer & Sons, Weyauwega, Wis.
Mr. Fisher, E. K. Fisher Company, Indianapolis, Ind.
Mr. Friedman, E. K. Fisher Company, Indianapolis, Ind.
Mr. Lone, Leath & Company, Kenosha, Wis.
Leath & Company, Benton Harbor, Mich.
Leath & Company, Port Huron, Mich.
Mr. Howell, Howell Company, Dallas, Tex.
Mr. Stahl, Sears Roebuck & Co., Rockford, Ill.
R. S. Duitman, Sears Roebuck & Co., Green Bay, Wis.
Mr. Challman, Sears Roebuck & Co., Roseland, Ill.
Mr. Griffith, Sears Roebuck & Co., LaCrosse, Wis.
Mr. Mitchell, Sears Roebuck & Co., Oshkosh, Wis.
Mr. Grove, Sears Roebuck & Co., Joliet, Wis.
Mr. Morse, Sears Roebuck & Co., Madison, Wis.
Mr. Kenton, Sears Roebuck & Co., Milwaukee, Wis.
Mr. Carlson, Sears Roebuck & Co., Fond du Lac, Wis.
Mr. Davis, Sears Roebuck & Co., Racine, Wis.
Mr. Conrad, Sears Roebuck & Co., Janesville, Wis.
Mr. Swanson, Leath & Company, Appleton, Wis.
Mr. Weiman, Leath & Company, Fond du Lac, Wis.
Mr. S. Waldheim, Waldheim & Co., Milwaukee, Wis.
Concord Furn. Co., Milwaukee, Wis.
Mr. Conlin, M. J. Federman Co., Sheboygan, Wis.
Mr. Sykes, M. J. Federman Co., Rockford, Ill.
C. B. Miller, Evanston, Ill.
Henry Uttermark & Son, Marion, Wis.
Mr. Simon, Grand Works Fair, Cicero, Ill.
Mr. Tepper, Federman Chain, New York City, N. Y.
Mr. Satler, Blymeyer Bros., Mansfield, Ohio.
Mr. Allen, Peerless Furn. Co., Dallas, Tex.
Mr. Pashey, Peoria Dry Goods Co., Peoria, Ill.
Brill Furn. Co., Milwaukee, Wis.
Wittak-Koenen Furn. Co., Milwaukee, Wis.
Abegglin Bros., Olney, Ill.
Mr. Wm. O'Connell, Chicago, Ill.
J. Blumberg, Inc., Waukegan, Ill.
Mr. Seitz, DeWitt-Seitz Co., Duluth, Minn.
Mr. Chadwick, Fond du Lac, Wis.
Roy Bennett, Inc., Quincy, Ill.
Mr. Hoffman, Bannons', St. Paul, Minn.
J. P. Stagg & Co., Anaconda, Mont.
Mr. Lindberg, Leath & Company, Madison, Wis.

(Continued on Page 16)



The group of fifty builders and contractors from Lawrence entertained on February 11th by the Treat Hardware Company and Bird & Son. This picture was taken as they were about to inspect the Roofing Mill

(Continued from Page 15)

Mr. Ashcraft, Leath & Company, Joliet, Ill.
 Mr. Floberg, Leath & Company, Rockford, Ill.
 Mr. R. Smith, Paraffine Co., St. Paul, Minn.
 Mr. Dunlap, Speich Company, Milwaukee, Wis.
 Mr. J. Rule, Manufacturers Furn. Co., Little Rock, Ark.
 Sell Bros., Sheboygan, Wis.
 Mr. Krestl, Sears Roebuck & Co., Chicago.
 Mr. Parrish, Sears Roebuck & Co., Chicago.
 Geo. B. Schultz, Toledo, Ohio.
 Mr. Goldberg, Goldberg Furn. Store, Jamestown, N. D.
 Mr. Keuhn, Hills Dry Gds. Co., Milwaukee, Wis.
 Mr. Borris, Fond du Lac Dry Gds. Co., Fond du Lac, Wis.
 Waukegan Dry Gds. Co., Waukegan, Ill.
 Chris M. Hoffman, Evansville, Ind.
 Chas. I. Plomer, Evansville, Ind.
 Rau & Company, Chicago Heights, Ill.
 Mr. Jones, John Watson Co., Fort Fairfield, Me.
 Alfred J. Dau, Petoskey, Mich.
 Fred Dolby, Dolby Furn. Co., Elgin, Ill.
 A. Ellis, Chicago, Ill.

VETERANS' SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during the month, and of those who complete twenty or more years' service during March:

			Yrs.
Aaron Rhodes	3- 9-1887	Retired	44
G. R. Wyman	3-17-1887	Vice-President	44
James Kivlin	3-20-1892	Paper Mill	39
Dan A. Jones	3- 4-1897	Paper Mill	34
Emanuel Johnson	3-11-1898	Maintenance	33
William J. Quinn	3- 9-1900	Paper Mill	31
Bartley O'Donnell	3- 1-1905	Maintenance	26
Harry Bellew	3-10-1907	Roofing Plant	24
John Mattson	3- 4-1908	Roofing Plant	23
Dennis Driscoll	3- 4-1909	Roofing Plant	22
William Morrissey	3- 9-1910	Maintenance	21
Everett Lindequist	3- 3-1911	Roofing Plant	20
Felix Thompson	3-10-1911	Paper Mill	20
John Peza	3-13-1911	Roofing Plant	20
Eric Carlson	3- 7-1916	Paper Mill	15
Stanley Alukonis	3- 7-1916	Roofing Plant	15
James Wilkes	3-10-1916	Box Shop	15
Berton Seekins	3- 3-1921	Flooring Plant	10
Elin Johnson	3-15-1926	Main Office	5
Myrtle Mayshaw	3-22-1926	Main Office	5
Peter D. Alexander	3-25-1926	Flooring Plant	5
John J. Goonen	3-26-1926	Box Shop	5
Earle Bradley	3-29-1926	Main Office	5
Walter Kozloski	3-31-1926	Power and Steam	5
PHILLIPSDALE			
Henry Phelps	3- 7-1909		22
CHICAGO ROOFING PLANT			
Frank J. George	3-15-1921		10

B. F. Copeland Returns from Italy

ON January 14th, Mr. Benjamin F. Copeland, Salesman in the Box Division, returned to the office after several months' stay in Europe. He and Mrs. Copeland sailed on October 18th, last fall from New York on the Conta Granda and landed at Naples.

From there they went directly to Taormina, a

small coastal town. Their hotel was built on the side of a cliff so that when you walked into what was apparently a ground floor on one side, you found yourself several stories in the air on the other, with a beautiful view of the harbor.

Mr. and Mrs. Copeland greatly enjoyed the Amalfi drives, of which Mr. P. H. Bailey spoke when he visited Italy a year ago.

Two things greatly impressed Mr. Copeland. One was the great cleanliness of the air, and the other was the uncomfortableness of Italy's "Pullman" sleepers. He tells an interesting story of wearing a pair of white flannel trousers for so long a period of time, that in America they would have been nearer black than white. And as for making a night journey by rail in Italy, his advice is, Don't do it.

BOWLING AVERAGES

INDIVIDUAL AVERAGES—FIRST TEN FOR SEASON

Name	Total Strings	Total Pin Fall	Average	Team
Howard White	39	3945	101-6	FX1
Teodore Michienzie	42	4107	97-33	FBP
Ernest Koebe	42	4072	96-40	FXV
Edward Hall	20	1938	96-18	A
Fred Jonah	42	4040	96-8	DF
Guy Hoyt	42	4039	96-7	FX2
Alex Alexandrini	42	4012	95-22	FBP
James Mack	36	3440	95-20	A
Edgar Tarr	39	3722	95-17	A
James Dine	21	1998	95-3	FX2

FINAL STANDING OF TEAMS

LEAGUE A

	Won	Lost	Per Cent
Roofing Machines	49	7	.875
Box Shop Shipping	37	19	.660
Finishing Mill	32	24	.570
No. 1 Box Shop	32	24	.570
No. 2 Box Shop	28	28	.500
Rug Finishing	28	28	.500
Flooring Finish	22	34	.393
Roofing Electricians	12	44	.214

LEAGUE B

Roofing Shipping	40	16	.715
Accounting	36	20	.643
Maintenance	29	27	.518
Paper Machines	23	33	.410
Flooring Machines	23	33	.410
Electricians	21	35	.375
Credit	8	48	.143

ACKNOWLEDGMENTS

We wish to acknowledge with sincere thanks your beautiful floral tributes and your kind expressions of sympathy.

Mrs. Edward Boulter,
 Mrs. Helen Boulter and family.

I wish to thank all my friends at Bird & Son for the flowers and the kind expressions of sympathy during my recent bereavement.

Charles Seavey.



BIRD PRODUCTS



Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt	American Twins Thick Butt	NEPONSET Double Twins	
American Double Twins	Hex-Twins	Lock-Butt	Individuals
Super Twins (Thick Butt)	Giant Individuals	Custom Built Shingles	

BIRD Roll Roofing

Paroid	Art-Craft	Shingle Design	Slate Surfaced
American Ready	Old Reliable	Universal	

BIRD Building Papers

NEPONSET Black	Saturated and Coated	American	Economy
Refrigerator Insulating	Paper Mulch		

BIRD Wall Board

NEPONSET Board, Cream White	American Board
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BIRD Specialties

Asphalt Felt	Paroid Built-up Roof	BIRD Deadening Felt
Plastic Cement	Roof Coating	
BIRD Insulating Board	Art-Bric Siding	

Flooring Division

BIRD Rugs	BIRD Floor Coverings	BIRD Tile Flooring
BIRD Rug Border	BIRD Lining Felt	

Box Division

Solid Fibre and Corrugated Paper Shipping Cases	BIRD Shoe Cartons
NEPONSET Waterproof Paper Flower Pots	Tack and Screw Boxes
Flower Pot Covers	

Special Paper Division

Standard Pressboard	Rocket and Torch Paper
Dry and Waterproof Felt Papers for Special Purposes	

BIRD & SON, inc.

Established 1795

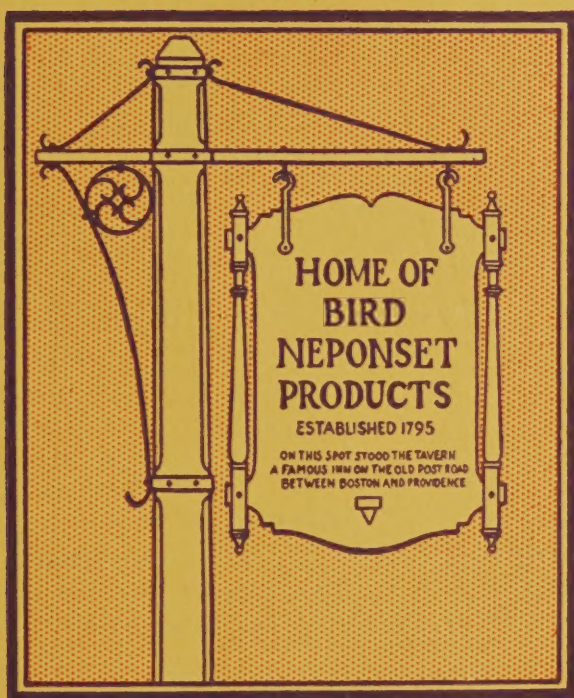
EAST WALPOLE, MASS.



{List of Bird Products on Inside Back Cover}

BIRD'S *Neponset* REVIEW

Planned and Edited by Employees of
BIRD & SON
INCORPORATED
East Walpole, Mass.



VOL. XIX NO. 4

APRIL 1931



Established 1795

BIRD & SON

(incorporated)



East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.
Phillipsdale, R. I.

Box Factories
East Walpole, Mass.

Flooring Plant
Norwood, Mass.

Roofing Plant
Norwood, Mass.
Chicago, Ill.

Officers

President, PHILIP R. ALLEN
Vice-President, GEORGE R. WYMAN

Vice-President, ELMER H. BARTLETT
Sec. and Treas., AXEL H. ANDERSON

Directors

PHILIP R. ALLEN
AXEL H. ANDERSON
ELMER H. BARTLETT

CHARLES S. BIRD, JR.
GEORGE D. DUTTON
GEORGE C. LEE

JOHN R. MACOMBER
HOWLAND TWOMBLY
GEORGE R. WYMAN

SALES

Paper Sales Division
Vice-Pres. and Mgr.
E. H. BARTLETT

Roofing Sales Division
Manager, P. H. BAILEY
Eastern Mgr., W. E. HALE
Southern Mgr., A. D. KILHAM

Box Sales Division
Manager, C. H. ANDREWS

EXECUTIVE

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Treasurer and Comptroller,
A. H. ANDERSON
Asst. Treas. and Credits, D. E. MERRILL
Asst. Treas., H. E. DAVENPORT
Auditor, W. C. AHLGREN
Purchasing and Traffic, A. H. RUSSELL
Assistant, M. J. HAWKINS
Labor Bureau Manager, B. D. ROGERS

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Assistant, E. M. LINES
Chief Paper Div., E. L. CONNOLLY
Chief Flooring Div., J. E. GRAHAM
Chief Box Div., J. B. MAGUIRE

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Vice-Pres. and Mfg. Mgr., G. R. WYMAN
Staff Engineer, B. H. ROBERTS
Manufacturing Staff, P. N. HILLS
Gen. Supt., E. Walpole, C. W. CONRAD
Supt. Paper Div., R. A. WILKINS
Supt. No. 1 Box Factory, R. L. TUPPER
Supt. No. 2 Box Factory, W. S. JACKSON
Supt. Felt Div., T. G. HENDERSON
Supt. Flooring Div., R. M. WIGHT
Supt. Norwood Rfg. Div., E. L. CHAMBERLAIN

WESTERN ROOFING DIVISION

Manager, F. H. HIRD

Sales Manager, W. W. WILSON

Superintendent, J. G. YOUNG

Branch Offices

Boston, New York, Chicago

Warehouses

EAST WALPOLE, MASS., NORWOOD, MASS., CHICAGO, BROCKTON, MASS.

FLOORING SALES DIVISION

Bird and Son Sales Corporation

President P. R. ALLEN

Vice-President and Sales Manager, H. E. SAWYER, JR.
Sec. and Treas., A. H. ANDERSON

Eastern Mgr., W. B. ROGERS, JR.

Western Mgr., R. W. WESTCOTT

Branch Offices

Boston, New York, Chicago

Warehouses

ATLANTA, BALTIMORE, BIRMINGHAM, BROOKLYN, CAMDEN, CHICAGO, CINCINNATI, CLEVELAND, DALLAS, DAVENPORT,
DENVER, DETROIT, EAST WALPOLE, GRAND RAPIDS, HOUSTON, INDIANAPOLIS, KANSAS CITY, LOS ANGELES,
MEMPHIS, MILWAUKEE, NEW ORLEANS, OKLAHOMA CITY, PITTSBURGH, PORTLAND, OREGON,
RICHMOND, SAN FRANCISCO, ST. LOUIS, ST. PAUL, SEATTLE, SIOUX CITY

BIRD'S NEPONSET REVIEW

Vol. XIX

April 1931

No. 4

NEW PRODUCTS FOR SPRING TRADE

BIRD CLAPBOARD SIDING

ANOTHER new Siding product, recently put on the market by Bird & Son is Bird Asphalt Clapboard Siding. This is a siding which gives



The home of Charles Delphy, in the process of being transformed by the application of Clapboard Siding

the appearance of wooden clapboards, and which carries the special Bird feature of the Thick Butt.

It is manufactured in two colors, a brown tone and a green tone. Each strip is 36 inches long, and 11 inches in width, with a 5-inch exposure. With the Thick Butt on the exposed surface, where the wear comes, and with the generous six inches of headlap, this siding offers the maximum amount of protection and long wear. It is as tough and durable as the famous Thick Butt Shingle.

The use of asphalt siding for both new and old buildings has increased enormously in the last few years, and it is fast becoming as much of a standard product as asphalt roofing.

IMPROVED WALL BOARD

TWO new improved types of Wall Board will appear on the market this Spring, the new American Wall Board and the New Neponset Wall Board.

The New American Wall Board does not differ noticeably in thickness from the old style, but it is lighter (413 pounds per 1000 square feet, as against 560 pounds in the old style), and has greater strength throughout. The character and quality of the layers of which Wall Board is laminated are stronger and the result is a better board in every way. It saws very easily with a clean edge, and can be applied and fitted with no difficulty at all.

The New Neponset Wall Board will be a more expensive board than the old, but we believe it to be absolutely the best board produced at anywhere near its price. It has a caliper, or thickness, of 3/16" and a weight per thousand square feet of 549 pounds.

It is lighter than the old board, considerably thicker, and much more sturdy and tough. The waxed back has been retained, but the white finish has been changed to a cream color like the



Another view of Charles Delphy's home, completely refinished, with Clapboard Siding. Note the trim appearance and the startling likeness to wooden clapboards

New American Board. It does not break as easily as do many competitive boards, and both it and the New American Board show 25 to 30% less expansion in high humidity than competitive boards.

Both the New Neponset and the New American will find a warm reception from wise and thrifty buyers who realize the value of quality in building materials.

BIRD CLUB ENTERTAINMENT

ANYONE who missed the last Bird Club Entertainment at Bird Hall on March 16, should feel sorry for himself. Those who went voted it one of the best ever. There was something of interest for everybody right from the moment Arthur Fields, Master of Ceremonies, stepped to the footlights. Whether it was his name, or the fact that St. Patrick's Day was just around the corner, we do not know, but Mr. Field had a great stock of Irish jokes about his good friend Clancy.

Florence Spencer, clever acrobatic dancer, received plenty of applause every time she appeared, and she surely earned it. Rosa, the girl who could make her violin talk, came down into the audience and made herself very much at home, particularly with a few favored ones who had end seats or bald heads.

Raymond Pike, juggler, put on a lively fifteen minutes with clubs and balls doing all sorts of tricks for him, and then wound up his part of the performance with some tumbling tricks which were all the more remarkable because of the small stage space he had to work upon.

One of the biggest hits of the evening was the pair, Vardo and Kinney, with their accordion and violin duets. "They had rhythm," and the whole crowd was singing with them before the show was over.

Marguerite Norton accompanied all the musical numbers at the piano.

At the beginning of the performance, cigars were given out to all the guests. It was a good variety program all the way through, and the Office Committee, with Henri Davenport as chairman, is to be congratulated on its choice of entertainers.

AMERICANIZATION CLASS

TEN Bird & Son workers were among the thirty-two graduates from the Americanization classes in Norwood last month. Exercises

were held at the Junior High School Auditorium on Thursday, March 19.

It is a fine thing that these people are trying to make themselves better Americans, and we are very proud of every Bird & Son worker in the classes. We are especially glad to see that two men have received certificates showing that they have completed successfully the fourth year class.

Those from Bird & Son who received diplomas are: Berta Kugel, No. 1 Box Shop; Walter Kosloski, Boiler Room; John Kwiatkowski, Roofing Mill; Raffaele Paolucci, No. 1 Box Shop; John Zabrowski, No. 1 Box Shop; Adele Andrews, No. 2 Box Shop; Vincent Grudinsky, No. 5 Paper Machine; Antonio Antonelli, Flooring Plant. Salvatore Marinelli, Maintenance Department and Luigi Cicoloni, Roofing Mill, received certificates as members of the Fourth Year Class.

VETERANS' LOANS

IT is the advice of the United States Government, the American Legion and of Bird & Son, inc. that no World War Veteran apply for a loan, unless he feels that it is absolutely necessary. The purpose in passing the Loan Bill was to help those who are in dire need, and any one who is comfortably situated with regular work should not attempt to make a loan.

If a loan is made, your company earnestly hopes that you will spend the money wisely in bettering your home or settling old bills. To borrow on your service certificate, and then squander the money is being both unpatriotic and foolish.

However, if you are honestly in need of money, and can get it in no other way, application blanks are on file at the Labor Bureau, and you may get one by asking for it.



Winners of the 1930 Suggestion Prizes at Chicago, announced last month. Left to right: Nicholas Schreiber, Ray Dodge, Michael Thomas and John Sullivan

What Do We Do With Our Spare Time?

HERE is a problem that is going to tax not only the economist and the public in general but the layman in particular. It was not a great many years ago that all daily toil in practically all branches of industry was ten hours per day and six days per week; many tour workers made ten, twelve and fourteen hours a day, alternating each week. A Saturday afternoon respite was a rarity, and so our rest and time off came Saturday nights with a Sunday following—our National Holidays added. Most all clerical help had two weeks' vacation during the year, to change scenes and the routine, rest up and restore energy enough to carry them through another fifty weeks of toil and the so-called simple life.

But today our working hours average about forty-four per week, every Saturday afternoon off with many of the artisans performing no labor at all on Saturdays. Our Holidays have increased and vacation periods are extended to more people each year than ever before.

The vital question uppermost in every thinking man's mind is whether this "extra time off" will be wasted or used for home building, uplifting and the benefit of mankind and the country at large.

A change from one's vocation—pleasures of some sort—must surely be beneficial to mind and body when not overdone. And right here is where we must keep an eye to the windward to see that such relaxation is not carried to excess; that we do not get intoxicated in this wanderlust of going—to the sports, the games, the movies, the beach resorts, or incur too much expense in the ownership of automobiles, airplanes, radios and other luxuries when we can ill afford the costs. In other words, are we all trying to "keep up with the Joneses," even going to the extreme of borrowing money or mortgaging our chattels?

Are we building for the future, putting something aside for the rainy day and for our old age, or just living the full present with never a thought of the future? Most important of all is our health. It seems as though there never were such opportunities to look after one's physique as today, with all the free time and clinics at our disposal and the facilities at hand to work right, live right, play right and be temperate in all our doings.

We are said to be the spendthrifts of the world, but Savings Bank and Trust Company accounts when comparing statistics of ten years ago with those at the present time, show a remarkable gain in the number of depositors and refute the charges of old against us in this respect, but—are you one of the savers, the depositors and are you doing what you can or should for your welfare?

How many have a budget as a guide to work with? Business would be utterly lost,—a big

failure—without such a system today. One great benefit derived by many in making up their income tax statement is the awakening to the fact that they were borrowing too much, paying too much interest or spending much more for luxuries than they should. It would really help everyone to make up a yearly accounting even though not compelled to do so by law, for the summary would show in detail what is earned, what is spent and what is left. Include what you do with your time, and then, with this inventory, start a budget of both time and money for this year and each year to follow.

Elmer H. Bartlett.

A THOUGHT FOR VACATION

WHERE are you going this summer? The mountains, the lakes, the seashore, Canada?

If you are a healthy American youth, between the ages of seventeen and twenty-eight, and can furnish proof of good character, you are eligible to attend one of the Citizens' Military Training Camps. And there's an idea for you.

Consider the CMTC, where you spend a glorious month in the great Outdoors, and with Uncle Sam paying all necessary expenses, including transportation.

At those Camps there is a minimum of military drill, and absolutely no obligation for further military training, although you may work for a commission if you wish.

Citizenship, sports, recreation, American traditions and ideals—these are the outstanding features of the Citizens' Military Training Camps.

And how you sleep in these Camps! and eat! It's no wonder the average attendant returns home so well set up, bronzed and healthy, with shoulders squared, eyes cleared and with renewed "pep" to tackle the old job again!

Your future prospects and your value to your employer will be increased a lot by attending even one of these Camps. Detailed information and illustrated literature may be obtained by addressing the CMTC Officer at any U. S. Army post.

MY PREFERRED STOCK

I got in on the ground floor
(Bought fifty shares from Hewitt)
I got in on the ground floor
(And goodness how I rue it!)
I got in on the ground floor
(I'd like to kill that feller)
I got in on the ground floor
And now I'm in the cellar.

—A. L. A.—Lite.

Phillipsdale Awarded Bronze Safety Trophy

AT a dinner meeting of the Providence Safety Council on March 26, United States Senator Jesse M. Metcalf presented the Phillipsdale Plant of Bird & Son, inc. with the beautiful bronze trophy shown on this page.

The Metcalf Trophy is annually awarded by the Providence Safety Council to the plant "hav-



Bronze replica of the Jesse H. Metcalf Trophy, presented to the Phillipsdale Plant by the Providence Safety Council, in recognition of Phillipsdale's perfect no-accident record for 1930

ing made the best record for the year in the reduction of accidents." Replicas of this trophy are presented to the group winners of the contest. During 1930, seventy-six industrial plants, in and around Providence, entered the contest. They were divided into eight groups.

Three mills tied for first place last year, all having perfect records of no lost-time accidents. The Hadley Company, Bird & Son, inc. (Phillipsdale Plant) and the Grant Mills. Owing to the fact that Hadley Company had operated 658,631 hours and the other two 400,299 and 76,115 hours respectively, the Hadley Co. was declared winner and was awarded the prized bronze plaque.

Replicas of the large trophy were presented to each of the eight group winners, which were: The Providence Base Works, Grant Mills, Narragansett Electric Co., Remington Printing Co., General Fire Extinguisher Co., United States Rubber Co., Colonial Laundries, inc. and Bird & Son, inc.

Additional awards in the forms of certificates of merit were given to certain mills that have gone 2 years and 4 years without a lost-time accident.

The congratulations of all are extended to Phillipsdale for their enviable record. *Second place* out of seventy-six entries is a mighty fine record. With this record behind her and the Bird & Son Safety Trophy now in her possession, Phillipsdale certainly has sufficient encourage-

ment to beat the Norwood Roofing Mill no-accident period of twenty-three months. Her last accident occurred December 5, 1929.

LIGHTNING STRIKES TWICE

YOU know the old saying that "lightning never hits twice in the same place." Well—if persons in charge of Safety at our Chicago Plant felt that way about it—there would now be *two* men instead of one with serious eye injuries.

In January you will recall Chicago had an accident and lost the Safety Trophy to Phillipsdale. The accident happened to a shipping worker who was bracing a freight car. He was driving a nail and at his second blow the nail flew and hit him in his left eye.

Right then the Chicago Safety boys got busy and insisted that in the future all employees doing that kind of work wear shatter-proof safety goggles. And here is where the heading for this article enters. We quote from a recent letter from Mr. Hird, Manager of the Western Roofing Division:

"After the January accident, we immediately insisted that all men engaged in bracing cars should wear Safety goggles. Last Friday (February 27) an identical accident happened, but because the employee had Safety goggles on at the time a duplication of the previous deplorable accident was avoided. Although the impact of the nail damaged the goggles, they served their purpose and the wearer came through unhurt.

"We have put the damaged goggles in the Brigade Room in the case where the Safety Trophy was previously kept. It is a darn poor substitute but may be a valuable object lesson."

With Mr. Hird we breathe a sigh of relief and give thanks that the man wore his goggles. Hats off to Chicago for gumption enough to make such a rule and to carry it out.

President Allen Visits Daughter In Italy

MR. and MRS. P. R. ALLEN sailed for Europe from Boston on March 11 on the *Vulcania*. They will leave the boat at Cannes, and journey by rail to Florence, Italy, where their daughter, Nancy, is attending the Florentine School for Girls.

The return trip will be made on the same boat, the *Vulcania*, getting them back to the United States before the middle of April.

EAST WALPOLE CHAMPIONS BOW TO PHILLIPSDALE

FIVE "dark horses" from Phillipsdale suddenly pranced into the limelight on Friday night, March 20, when they met the famous three-year bowling champions, the Roofing Shipping Team, and beat them 3 to 1 in a match at East Providence. In the total pin fall they were leading by 42 pins,—1516 to 1474.



The five Phillipsdale "Dark Horses" who triumphed over the Roofing Machines Team: Left to right: Henry Phelps, Tixie Billings, Rex Salisbury, Theodore Maddern, John Nolan

The match was rolled with duck pins, with which the Roofing men were not familiar, so it remains to be seen how the two teams will fare when the return match is bowled at South Norwood with candle pins.

The date for this return match has been set as April 10, and the place will be Adamski's Alleys. We haven't lost all faith in our East Walpole Champions yet, and at the present writing it looks as if it might be necessary to stage a third match to decide the real winners.

The Roofing Machines Team was comprised of the usual five men: Paul DeLaiarro, Thomas Smith, Sam DiFlaminies, Theodore Michienzie, and Alex Alexandrini. The five Phillipsdale Holy Rollers were: Ted Maddern, John Nolan, Tixie Billings, Henry Phelps, and Rex Salisbury.

On Wednesday, March 18, another interesting match was bowled off. A Roofing Mill team banded together and took the Curity Team from the Lewis Manufacturing Company over the traces at Adamski's alleys in South Norwood. Three matches were bowled, the total pin fall deciding the winners. Bird & Son Roofing Team was ahead 33 pins at the end of the game, with a score of 1389 against Curity's 1356.

This team was composed of men from both the Shipping and the Machines team. The five men were: Sam DiFlaminies, Richard Stoddard, William Murphy, Theodore Michienzie, and Alex Alexandrini.

The men from Curity were as follows: Hurd, Proctor, Gallio, Calmagne and Miller.

WOMEN IN BUSINESS

CAN a woman succeed in business? Does she stand an equal chance with the men who are working with her? "It all depends upon the woman," says Miss Anita Sturgis, manager of the Women's Department of the National Shawmut Bank of Boston, in an article written for the Boston Sunday Herald, a few weeks ago. Miss Sturgis' advice is sound and worth repeating.

"The main reason why women in general do not get along better in business," she says, "is that they will not take responsibility. They are merely machines. They don't think. They are interested only in their salaries."

"The secret of advancement in business, for women as well as for men, is to know the job of the person one step ahead of you and to be ready to take it when a vacancy occurs. But a woman who does this is exceptional. Of course, the woman who knows short-hand and typewriting perfectly and who does her work mechanically and excellently is the best stenographer, but she will never do anything else. She will always be a machine. There are hundreds of women who can take dictation and transcribe their notes, but when they have handed in their letters or reports to be signed, they are ignorant of what they have written. Now that isn't taking in the business. That is the reason that they are not advanced 'after years of work.'"

"A woman may not admit it even to her family, but she is hoping all the time that, after a year or two, marriage will remove her from the business world, and it is this thought that slows down her work. And the men realize it, so they are not as interested in her future, even though she shows talent, as they are in her male contemporary."

Miss Sturgis is one who knows what she is talking about. She herself has "gone through the mill" and risen from a \$12.00 a week position in a publisher's office, to her present important executive office.

"A non-college woman stands just as good a chance of making good as does the college woman, provided she will take any salary to get into a concern. New jobs for women are opening up all the time. And when a woman makes herself indispensable to her firm, she will find her salary in keeping. It is just up to the woman."



When Susie was a little baby she was petted quite a bit. She is now eighteen and the situation is pretty much the same.

We Are Not

"We are now passing the most famous brewery in London," explained the guide.

"We are not," replied the American tourist, as he hopped off the motor-bus.

—Bagology.

GARDEN NOTES

Grow Vegetables For Quality

AN article in the current issue of "The American Home" written by Adolph Kruhm suggests the right kind of vegetables for the small, home gardener to grow for the most satisfactory results.

Grow those vegetables, he says, that will give you better quality than those that you can buy in the market. Cabbage, pumpkins, potatoes and cucumbers are some of the vegetables you can always buy and be fairly certain of their freshness and flavor. But there are others which more often lack that "right-from-the-garden" quality, either because they are too large, or because they have been in storage for several days. These vegetables you can grow yourself, with little trouble. Mr. Kruhm suggests the following eight varieties: bush beans, corn, peas, tomatoes, lettuce, onions, radishes, and beets.

Vegetables, like most other things, sell by their size and appearance but unfortunately the biggest vegetables are not the best. When they "stand up well" in the market, they are probably the most fibrous and tough. "As a result we still get actual 'string' beans, instead of stringless ones, woody beets and turnips, not to mention thick-skinned tomatoes and pithy radishes."

As Spring comes on, and you plan your garden for this summer, try Mr. Kruhm's advice. Grow quality vegetables in your own back yard, pick them and eat them while they are tender, and you'll never regret the time and care you spent cultivating them.

How To Build a Pool

MANY people with a small flower garden think that a pool for the growing of aquatic flowers is out of the question for them. Even the smallest garden has room for a pool, if you really want it. Very attractive ones can be made no larger than two or three feet in diameter.

A Bird & Son worker, who is planning to construct a pool this summer, gives us the following directions for making a satisfactory pool for your garden. The important thing about any pool is that it be made water-tight and solid enough to prevent any cracking from freezing during the winter.

1. Make the excavation about one foot deeper than you wish the actual depth of the pool to be.
2. Cover first with a layer of ashes or cinders about six inches thick.
3. Next add a strong layer of concrete about three inches thick.

4. Over this put chicken wire, or some similar material for reinforcing.

5. Then on top add another thick layer of concrete.

This kind of construction will give you a strong, permanent pool which with good care will last for years. It is not necessary to have a drain, although one can be added if you wish it. For absolute waterproofness the surface may be painted with Bird Liquid Asphalt Roof Coating.

The kinds of water plants you use will be determined by the size of the pool, but if you want to make a natural effect, be sure the banks are well lined with flowers and that none of the cement foundation is allowed to show.

SUGGESTIONS

AT the meeting held on March 4, the following suggestions were accepted:

Class 2, representing a saving in manufacturing cost and granted a ten dollar award:

Jogging Frame John Wilkes, FXB

Class 3, representing suggestions of intangible value and granted an award of five dollars each:

Improve Cutters Byard Bennett, FXR

Stamp for use in Shipping Offices William Danaher, FFV

Trough to Keep Water from Dripping on Paper A. E. Doderer, DMP

Special Light Under Stationary Feed Board

Combined Knife and Stamp for Finishers at FFXF Thomas Finn, FXR

Bell on Variegated Heater John Gyzbroski, FFXF

Protect No. 68 Dryer on DMPM2 John Howard, FBX

Raise Wires at DF3 Lewis Keddy, DMP

Bumper on DMH Chute Ernest Koebe, FFXV1

Twelve Inch Scale on Power Saw Frank Lacivita, P Office

Railing on Elevator Roof over Walk E. C. Rafuse, EMS

Changes in Silicate Overflow Line Chas. D. Savage, FBV

Simplify Method of Printing Labels at VK Peter Petroni, FXC

Thomas Finn, FXR, and William Pratt, FFR, were granted an additional award of \$10 each as they have had five suggestions accepted.

Send In Your Pass Book for Verification

BY order of the Bank Commissioner, all Neponset Credit Union Pass Books must be verified during the year 1931.

The verification date has been set by the Auditing Committee as March 31, 1931.

If you have a Neponset Credit Union Pass Book in your possession, please send it immediately to Mr. A. W. Mellin, Box 53, East Walpole, Mass., and help complete this check-up as soon as possible.

MR. BARTLETT GOES ICE-BOATING

ICE-BOATING is Vice-President E. H. Bartlett's latest fad, and this past winter he has been skimming over the river on which he enjoyed sailing last summer.

Mr. Bartlett bought his boat in January, and had a chance to use it only a few times before the snowstorms came which spoiled the ice. The best months for ice-boating in this section are December and January, he says.

The picture on this page shows him enjoying his new toy on one fine day last winter.

When asked how ice-boating compared with sailing he said that it was like the difference between an airplane and an automobile. Things happen considerably faster on an ice-boat, "But it's a great sport!" he added.



"GET JOHNNY!"

EVER since the car was new there had been a most aggravating creak in the cowl. Five times the car had gone back to the service station to have the creak removed. They shaved the wood where it was fastened to the metal body. They tried lubricating with grease. Another time they tightened up the bolts that hold the wood and the metal together. Then they loosened them. Finally they raised the body and packed felt strips between the wood and the metal to make a good job of it.

But the creak was still there.

Again the car went to the service station. An inspector who did not know so much about cars, but who knew a whole lot about men, became interested in the story of the creak in the cowl and the repeated trips to the service station.

"We'll fix it," he said.

He drove the car around to the back of the service station and called to a boy, "Get Johnny!"

"Johnny's very busy."

"That doesn't matter. Get Johnny!"

"But Johnny's upstairs on the top floor. Won't some one else do?"

"No. Get Johnny!"

Johnny came. In a rough wooden box under his arm, he had a few tools.

"What's the trouble?"

"Creak in the cowl."

"Which side?"

"Lower right."

Johnny put his box of tools in the back of the car, stepped on the running board and said, "Start her up."

The car ran fifteen feet. Johnny said, "Shut her down." He raised the hood, put his hand inside for a moment, bent a piece of metal with his fingers, took out his tools, shut down the

hood and said, "'s all right. Go ahead."

And the creak was gone.

It doesn't matter whether you need a good salesman, an advertising director, a mechanic, or a president—get Johnny. He is the man who knows. When you find him, either through your own efforts or through some one who knows him, he will be "very busy." He is probably on the top floor, too, and you'll have to go to some trouble and refuse to have anyone else if you want Johnny. He has many substitutes supposedly "just as good," but they are not Johnny.

Is your name Johnny?

The George Batten Company.



Skimming across the ice at Shepardsville—Vice-President E. H. Bartlett

George W. Wright, Engraver, Dies

MR. GEORGE W. WRIGHT of the Wright Engraving Company, Boston, died suddenly at his home on Tuesday night, March 17.

Mr. Wright was a familiar figure at the East Walpole office, making frequent visits here on business. It is his company which has made the cuts for the *Neponset Review* during the last twenty years.

His death was very sudden, and a great shock to his many friends at Bird & Son.



QUESTIONS AND ANSWERS

1. What is done with the 14 truckloads of waste taken from the Shartle Breakers each week?
2. How many patients receive treatment from our Hospital each month?
3. What was the date of the last lost-time accident at Phillipsdale?
4. How long does it take a car of Floor Covering to reach the Chicago Warehouse from the Norwood Plant?
5. How many squares of shingles are there in a carload?

Answers to these questions will be found on Page 8.

BIRD'S NEPONSET REVIEW

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In the Interests of the Company and Its Workers
For the Promotion of

Good Service

Good Business

Good Will

MILLS: East Walpole and Norwood, Massachusetts;
Phillipsdale, R. I.; Chicago, Ill.

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People who think straight don't run around in circles—H. Bertram Lewis in Forbes Magazine

DON'T BE SWINDLED

A NEW Division of the Boston Better Business Bureau has recently been organized for the purpose of educating the general public against swindlers and their frauds of many kinds.

The Bureau believes that this Division will prove to be most important and most helpful. Where there are swindlers there is always a surprisingly large number of gullible people who will be taken in by get rich quick schemes, fraudulent stocks, and misrepresented merchandise.

By educating the people—and that includes all of us—this new Department hopes to do a great work in decreasing the number of fraud victims.

Watch for the messages which will appear frequently from the Boston Better Business Bureau and remember them carefully when you see or hear them. They may save you many dollars. On the street car, the bus, the railway, or over the radio you will read or listen to these messages. Each one will be worth your notice.

We can never tell when *we* may be the victims of some scheme. Any help we can get from a reliable organization like the Boston Better Business Bureau, we should value highly. Watch and heed these messages from the Educational Division.

ON HAVING A HOBBY

WE once knew a man possessing everything a person could ask for in the way of money and position, a man who had done his share of the world's work and was ready to retire, but he didn't dare to!

"I'd be bored to death," he said. "I wouldn't know what to do. Work is the only pleasure I

know." This man, in spite of all his wealth and success, is to be pitied. He had forgotten how to play. He had no hobby.

Important as it is to work hard and enjoy the tasks we do, it is almost more important, and certainly more stimulating as most of us know, to develop some fascinating pastime which takes us completely away from our work and affords rest and relaxation. For you that hobby may be golf or tennis, for the man next to you it may be stamp collecting or gardening. Whatever it is, we all recognize it when we have found our particular hobby—the thing we like to do best. It may not cost us even the price of a talking picture, but it brings as much satisfaction as a trip to Europe.

The old saying that all work and no play makes Jack a dull boy hasn't lost its significance yet. The harder you work, the more you need a hobby. And conversely, the more thoroughly you enjoy your hobby, the more efficiently you will be able to do your work.

A Fish Story Worth Remembering

THERE is an old story concerning a bass and some minnows which is well worth thinking about at this present time.

"A naturalist divided an aquarium with a clear glass partition. He put in a lusty bass in one section and minnows in the other. The bass would strike every time a minnow approached the glass partition.

"After three days of fruitless lunging which netted him only bruises, he ceased his efforts and subsisted on the food that was brought in.

"Then the naturalist removed the glass partition. The minnows swam all around the bass; but he did not strike at a single one.

"HE WAS THOROUGHLY SOLD ON THE IDEA THAT BUSINESS WAS BAD."

Salesmen particularly are apt to be like the bass, giving up after being bruised several times by sharp refusals. But the one who finally succeeds, whether he is salesman or bass, is the one who doesn't ever give up. There may be a way around the glass partition—or—maybe it is not there at all any more!

Answers To Questions On Page 7

1. Most of it is carried to the further end of Park Lane, in back of the Bird Club, as the foundation for the new road.
2. Between 1000 and 1200 patients each month.
3. December 5, 1929.
4. By the fast route, a car should reach Chicago on the fourth morning after it leaves Norwood.
5. On an average between 150 and 200 squares, depending upon weight of the particular shingle.

LIBRARY NOTES

Read Magazines for Improvement and Profit

One of the largest manufacturing plants in our country points out the advantages of the study of current magazines by its employees:

"Within the covers of a good business magazine can be found the materials with which you work. The other tools necessary are an easy chair, a good light, slippers, and maybe a pipe and tobacco. Home is the place for thoughtful reading, away from the hustle and bustle of the mill.

"Reading, however, is only the first half of this profitable sideline. The second step consists of applying to your job ideas you have read or those which your reading stimulated.

"A few dollars invested annually in good business magazines is an investment worthwhile. Read fiction for diversion, but read the business magazine for self-improvement and profit."

Magazines on Home Interests:

A desire to renovate and beautify the home comes to every housekeeper at this season. The various magazines which we receive, "The American Home," "The Small Home," "Good Furniture," all offer suggestions in this line on new color schemes, arrangements of hangings and furniture. The garden, too, receives its share of attention.

New books:

Non-fiction:

An Outline of Humor
Living India
Autobiography of Joseph Jefferson
World and Its Meaning
People and Places
Those Earnest Victorians
On the Trail of Ancient Man

Wells
Zimond

Patrick
Goldring
Stratford
Andrews

Fiction:

Wild Wind
Years of Grace
Over the Hills
Heaven Sent Witness
Rough Riders
Lacquer Lady
Night Club Mystery
Shorn Lamb
Mr. Billingham the Marquis and Madelon
Hands Up
Miss Mole
Red Lakes

Bailey
Barnes
Farnol
Fletcher
Hagadorn
Jesse
Jordan
Locke
Oppenheim
Treynor
Young
Young

HEALTH NOTES

Vitamins Essential to Good Eyesight

THE eyes need their vitamins. Without adequate nourishment the eyes become weak, and defective and blurry vision results," says Dr. Laurence P. Folsom, secretary of the Vermont Optometry Board in a recent article which appeared in the Boston Transcript.

"The eye is nourished indirectly by the food we eat, the air we breathe, and the sunlight to

which we expose ourselves," he explained. "The food elements essential to the maintenance of good vision and comfortable seeing are found to the highest degree in uncooked fruits and vegetables and in whole-grain cereals and their brans. The edible part actually exposed to the sun while growing is the richest in vitamins. There seems to be good reason to believe that certain classes of food, notably animal proteins, such as fish, meat and eggs, when eaten to excess "sensitize" the lens of the eye so that the action of light tends to make it cloudy. This condition is generally known as cataract."

Ham and eggs, the common breakfast dish, he says, is a common example of two foods rich in animal proteins which should not be eaten together. Such vegetables as lettuce, cabbage, and spinach are, on the other hand, the very best of foods for your eyes, as they are especially rich in vitamins.

In An Old English Coffee House

TWO Old Men were accustomed to meet every day and spend an hour at chess. For years they could be found in their favorite corner bending over the Pieces and Pawns.

"One day a younger man joined them and quietly seating himself watched closely every move until the end. Thereafter for five years the habitués of the place grew accustomed to seeing the two old chaps and the faithful watcher spend their hour at chess.

"But finally came a day when one of the old players did not appear at the appointed hour. Quietly the others waited for a half hour; but still he did not come. Then the old man who was present, spoke to the younger man for the first time in all the five years, and said: 'He doesn't seem to be coming. Will you take his place?'

"Sorry, Sir," said the other, "but I don't understand the game."

"Ridiculous isn't it? Yet every day you see employees who typify that young man. They see the game of business go on around them—they watch it with their eyes but not with their brain. They take part in it but never grasp the full significance of what their fellow workers are doing. They are never fully prepared to take the other fellow's place—higher up."

The Westinghouse Magazine.

At the Country Club

"Waiter, this spinach is terrible."

"Sorry, Sir—you'll have to take it up with the greens committee."

When London Calls

"Yes, this is Mr. 'Arrison. What, you can't 'ear? This is Mr. 'Arrison—haitch, hay, two hars, a hi, a hess, a ho, and an hen."

Notes From Plants and Offices

MAIN OFFICE AND SALES

Margaret Poff
Alice Clem
Ida Milesky

Sabina Costello
Gladys Noddin
O. C. Turkington
Elizabeth Lawson

Alice Fales
Beatrice Severance
John Andrews

Margaret Delaney spent the weekend in New York City not so long ago. She came back telling about all the latest fashions.

It is reported that Allan Shaw, our genial New York Sales correspondent was the hero at a conflagration on the Bird Club property on March 19. Some people have been known to put out forest fires with a broom but they are not blessed with the same size shoes that Mr. Shaw possesses.

Harold Murley was a real hero, too—only he was so excited that he phoned the police department instead of the fire department.

Eddie Kendall, one of the sales correspondents, has been

Peg Costello was the recipient of a nice electric clock and electric iron from the Stenographic Department and friends, at a shower recently tendered her in the K. of C. Hall, Norwood.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran
Herbert L. Badger
Welthea Smith
Herman Nordstrom
John Maitland

Halburton Dobbins

John F. Burke
John H. Maguire
Mary Driscoll
John DeCosta
Mario Boragine

Halburton Dobbins, so we hear, was very much pleased with the last Bird Club Entertainment. Well, who wouldn't be, if he got all the attention Dobby got, with pretty girls making up to him and whispering sweet nothings in his ear.



A row of Neponsette Tappers, not in costume, unfortunately. Reading from left to right: Muriel MacDonald, Thelma Patton, Olivine Tetrault, Hannah Flavin, Katherine Dowling, Ellen Flavin, Ernestine Campbell, Mary Driscoll, Evelyn Wadleigh, Alice Clem, Hilda Rafuse, Mary Blazonis, Helen O' Kane, Phyllis Scampini, Mary O'Donnell, May Morrill, Helen Randall, Mary Concannon, Helen Curran, Anna Smith, Pauline Rafuse, May Walsh, Anna Kelliher, Ethel Duncan

spending a week or two at the Norwood Hospital. The length of his stay will undoubtedly depend upon just how good looking his nurse is.

We are all sorry to hear of the death of Mrs. H. B. Lane, wife of our veteran salesman in Cincinnati, Ohio.

We extend to Mr. Lane our sincere understanding in his sorrow.

We welcome Tom Benson, our former roofing representative in New York City. Mr. Benson is handling the Rhode Island territory.

Now that the spring season is coming, it is suggested that the fire alarm whistle blow once an hour.

A memorandum from L. L. Thompson in Washington tells of a recent visit from W. E. Hicks, and speaks of the fine pictures he brought showing Mr. Bartlett in his ice-boat. We are showing one of these pictures elsewhere in the *Review*.

We have heard of people being sick on their birthday, but to be confined to a hospital in Hollywood is one of the most tragic bits of news we have heard of for a long while. We are glad to hear that Mr. Westcott is recovering from his recent operation for appendicitis.

Gladys Boulter is out with the measles, which seems to be quite a popular disease lately.

The Vn-ers have started in horseback-riding again and many are the aches and pains.

Ethel Brian has returned to work after a long absence due to illness.

Eleanor Whitehead of the Stenographic Department has not been at the office for the past two weeks as she is having trouble with her eyes. However, we hope to have her back with us again soon.

We know now, too, why he always picks an aisle seat near the front of the hall.

We welcome Nellie Shusta to the Cartridge Cutting Department and wish her good luck with her new work.

Ernest Oakes is the happy owner of a Stromberg Carlson Radio. Now—on with the fights and baseball games!

Norah O'Malley has a supply of paper hats and favors to give worthy people. This is a result of a Policeman's Ball in Wrentham.

Esther Olson now holds a license to drive a "Buick," and spends her evenings taking the Cartridge Cutters joy-riding. As long as you keep this up, Esther, we won't ask who owns the "Buick" or what year it was born.

Mrs. Rafuse has been seen flying several times lately at Dennison's Airport, Atlantic, and she claims she doesn't lose her breath any more going through the clouds.

Welthea Smith returned to work on Monday, March 16, looking fit as a fiddle again. We are glad to see her back and know that she has recovered so well from her recent operation.

The tap dancing class announces that there are vacancies for the positions of gigolos. All applicants please communicate with Charles Rafuse of the Store Room.

Friends of Dave Regan would like to know if he heats his cellar by electric light, or if he is *still* experimenting with the rubber hose.

Harry Godkin and Charles Rafuse of the Store Room are planning on spending all their week ends at the cape from now on as Charlie is building a cottage.

Dave Regan was the only man from the Maintenance Department to take in the St. Patrick's Day parade in South Boston. Dave also spent the next day at home!

Phillipsdale, R. I., Mill

Rexford H. Salisbury
David S. Lowry

John H. Nolan
Leslie E. Howard

Fred Pierson surprised us all recently when we discovered that he and Miss Mildred Johnson of East Providence were married on February 14.

We don't know how our fire companies compare with some of those at East Walpole but we bet we have the best looking fire board. Ours has just had several coats of bright new paint and some fancy lettering by Les Howard.

Ted Maddern and John Barquist have had several long sessions arguing over the price of a tom turkey. Ted is getting to be quite a farmer.

We are quite proud of the fact that we won first prize in our group in the 1930 Safety Contest conducted by the Providence Safety Council. We were tied for first place for the whole city but could not get the main trophy as another firm had worked more hours than we had.

Rex Salisbury has at last got rid of the old Buick and is now driving an Elcar. He is having some difficulty in insuring it as no one ever seems to have heard of such a make but he still claims that his car is not an orphan.

Johnny Nolan is probably about to buy a car within the next two or three years for he has started to talk about it.

The reel company ran away with honors at our latest fire drill. This last contest was rather unusual and several of the fellows didn't seem to get the idea. Casey and his maintenance company seem to be still wondering what it is all about. Manuel Perry and Ed Kelley are still talking about it.

John Nolan is looking for a new team to play cards with.

Believe it or not Mike Kurda came to work on the wrong shift one day recently. This is the second offense and the boys are beginning to worry about him.

Anna Cyranock has recovered from a sickness which required that she stay at the city hospital for a short time.

BOX FACTORIES East Walpole, Mass. No. 1 Box Shop

Edward Gronroos
Herbert Lewis

Charles H. Mutch

Ralph Watson
Ralph Farris

Little Miss Eleanor Gladys Johnson arrived at the home of Carl Johnson on the 10th of March. Congratulations, Carl!

Berta Kugel was in to see us recently. We are glad to see her looking so well. She will be working again soon.

Esther Maduskie is gradually recovering from the effects of the grippe, and we hope to have her back with us soon.

We extend our sympathy to Gabriel Kohanowskas whose sister, Mrs. Nellie Namaika of Providence, R. I., recently passed away.

It is rumored that Officer FitzGibbons of the Walpole Police force is lending Al Hammond his moral support in his (AL's) new hobby of collecting rocks on the Main Street in Walpole.



John Rogers, Manuel Perry and "Henry Fordson" of Phillipsdale, looking for a hole in the road

Ask John Aidukonis if he knows anything about Moscow-vicz. He will tell you!

Bob Morse celebrated his 31st (??) birthday on March 17.

Billy Goat Head has been trying to duplicate the feats performed by the Studebaker Company by increasing his mileage via "free wheeling." The other day he miscalculated and had to walk from Morse Hill to work.

John Hunter was guest of honor at a recent banquet tendered to the Safety Committees in Boston. For further information see his manager, Kenneth Towle.

Joseph Keefe didn't believe that the new steam jets were making the shipping room any more moist, as they were supposed to, but experience has shown him the "cold" truth. For proof we refer you to the cartoon. You see, one of the steam pipes had sprung a leak, and . . . !



George Harland has a long face these days. We wonder why? Never mind George, there are lots of good fish in the sea.

Spring is surely here. Why? Harry Tower is talking about fishing tackle.

No. 2 Box Shop

Edward Scanlon
Catherine Brady

Frank Eisenhower

Christine Sherer
Anna Duffy

Matty McLauchlan, we understand, went to New York over February 22, and she reports that the best part of the trip was the bus ride down. We have not discovered yet whether a boy from the Navy or some college lad was the great attraction.

Frank Hartig, who was recently transferred from the Stores to the No. 2 Box Shop office, came into work a few weeks ago with a passionate red bow tie. He was complimented very highly on his great taste for colors. We haven't seen the tie since and we understand it is now up for sale, in fact we think he will give it to any one with the courage to wear it.

Ambrose Fitzpatrick took the side curtains off his covered wagon one day this month and decided to take a short spin to get some air. He was purring along somewhere between Walpole and East Walpole when things began to happen. For a while he thought there was an eclipse of the sun. It seems that the roof fell in on him. He said that he had always wanted to put the top down, but he never knew how to do it. Well, Fitzy, look out that the wheels don't get tired and fold up under you!

We all welcome Julia Dolan back after her illness with the grippe. We still maintain, Julia, that you have to be rugged.

Sophie Babel has joined the force of workers in the new Set-Up Department for Shoe Cartons, and we wish her all success in her new work. She has been working temporarily at the Printing Department.

We are glad to learn that Rose Friary is much improved in health.

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

Charles Savage
John White

Charles Seavey

Charles Watson
Edward Hiller

Harold Dunakin is building a house in Sharon which is well on its way to completion.

Marco Michienzie is still on the sick list having been out for some time now.

We regret to report the death of Frank Mazzocca's mother in South Norwood.

The new dry rack for No. 5 Machine is well on its way to completion.

Walter Bragg has moved from School Street to Main Street, Walpole.

Santo Columbo has returned from a week's siege of illness.

A mixed team from the Roofing Mill defeated the Curity



Two engineers who have been using their spare time to advantage, and who recently were successful in obtaining their engineer's licenses. Sulo Solomon, on the left, got his 3rd Class Engineer's License, and Mike Kelly, on the right, his 1st Class Fireman's License. Congratulations!

Team in a bowling match in the South Norwood Alleys decided on total pin fall, the Roofing Mill winning 1289 to 1253.

Ted Michienzie has finally cast aside the Model T Ford and is now sporting a Nash Sedan.

Attention Dick Stoddard! A course of instructions can be had at any Auto School on how to start Packard cars. Of course you realize they need lots of choking in cold weather.

On hard rainy days Granville Baker has installed a pond in his cellar from which fish may be caught if you can find them. The only disadvantage is that some time the pond rises and puts the fire out which spoils all the fun. We suggest Granville that you put Bird waterproof roofing on the cellar walls.

We notice unusual activity concerning Norwood Housing problems coming from friend Warren Kumblad of the Laboratory. If our guess is correct we shall be extending congratulations in the near future. Right, Warren?

Frank Mori could not attend the March entertainment of the Bird Club. He had arrived at the fortieth mile stone in his life and Mrs. Mori prepared a big celebration for him at home. Congratulations, Frank.

The boys are visiting vacation spots around the Cape, in preparation for the restful season.

Harry Dresser, Nelson Bartlett and Frank Mori are picking—pussy willows.

Paul Sansone has given his Briscoe a new coat of paint and replaced the carburetor with a Squire's steam trap. He is ready for the summer vacation season and says you cannot stop the old boat even if she did hesitate in the Dedham junk yard. January, 1932, will see her thirteenth year, and when

that rolls around, we are going to recommend her for membership in the Old Timer's Club!

The new addition to car for Rock on Number 5 machines is complete.

Spring is surely here—Dennis Driscoll is scratching in the flower plot in the mill yard.

Patrick Tracey arrived at work recently somewhat tardy, and announced—a boy and a girl. We have our doubts, but Pat should know.

Edward Hiller appeared at his desk March 4, his face wreathed in smiles. Stanley Allen, a bouncing boy was announced among the new arrivals at the Norwood Hospital.

Chicago Mill and Office

C. J. Perrizo

John Matcha

Dell F. Lydon

The first run of the new Twin Lock Shingles was made on February 24.

"Jim" Bartlett is still confined to his home, but we understand that he is improving rapidly and expects to return to the office soon.

Myrtle Brebach has been employed temporarily by the Advertising Department to work on direct mail campaigns for dealers. Due to the large number of orders being received it has also been necessary to put on another man in the Sample Department. The new man is William Bunko.

Mr. Hird, Mr. Young, and Mr. Meyers attended a safety meeting at the Stevens Hotel on March 5. Mr. Hird was the only one to get "seconds" on the dessert.

O. B. Schreen is spending all his spare time supervising the remodeling of the home he purchased in Palos Park.

Two Table Tennis tables have been installed in the restaurant and there seems to be a great deal of enthusiasm on the part of the entire office force for the new game.

Gordon Wikelund had his car stolen recently, and was very much disappointed to have it returned the next morning.

Mr. Perrizo attended a Building Show in Lansing, Michigan which was put on by the Rikerd Lumber Company, our dealer there.

FLOORING PLANT AND OFFICE

Norwood, Mass., Plant

Lloyd Smith
Tom Rogers

Kaino Paajanen

Lester Evans
Lawrence Gammell

It looks as if Gordon Wilson has outstripped Clarence Hagman in activities during February, according to the March Review.

And speaking of yarns and checkers, the boys at the Main Mill ought to see Austin Allen. He keeps up with the best of them, and he surely doesn't play second fiddle when he performs on the banjo either!

Lyman Small is the expert on laying Tile. If you don't believe it, take a look at the new Tile Floor in Haney's Drug Store, Walpole.

Spring is here to stay. William Boyd made his first trip to White Horse Beach on the Cape in one hour one Sunday in March. We are wondering if the Essex will last all summer at that speed.

Elton Moore has bought a new Chevrolet at a used car price. We all wish we could get a bargain like that, Elton.

Prosperity is back again,—or at least for some of us. Peter Alexander is talking of buying an automobile. Good luck, Pete.

Bill Colmer has taken his faithful old bus out of storage again. Bill says its still better than walking.

CHICAGO OFFICE

V. D. Szukalla

Gladys L. Davis

We want to apologize to W. K. Smith. In the last Review we mentioned that W. K. celebrated his 87th birthday, whereas it should have been his 78th. We are extremely sorry for this mistake. W. K. says we are trying to make an old man of

him, but we want to assure him it was purely a misunderstanding on our part.

We were sorry to hear of Mr. Westcott's sudden attack of appendicitis which interrupted his business trip on the Pacific Coast. "What's the story" Mr. Westcott? We all extend to him our sincere wishes for a speedy recovery.

Mr. Tyson was forced to remain away from the office for a few days due to a severe cold. We are glad to see him back.

Another bit of news which was quite sudden, but of a different nature, was the marriage of T. W. Howells, one of our warehouse men, on February 27. Congratulations, Tom. May your present happiness continue.

P. L. Agnew has been transferred from the Pacific Coast to the Kansas City territory. Cliff Hodes travelled Kansas City

fit: "Scotch father (out riding): "Wee Sandy, why are ye hidin' under the lap-robe?"

Sandy: "Whist, father, dinna ye see the toll bridge we're coming to?"

Father (quickly): "Hoot, lad, move over so that your mither can get under wi' ye."

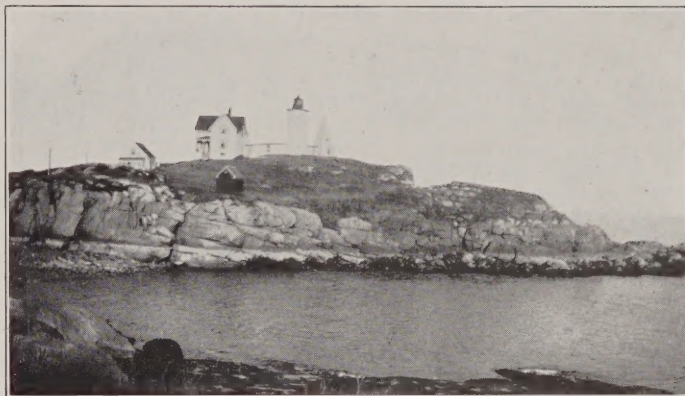
It has been rumored that "Witty" has been suggested as one of the directors for the Park Ridge Tennis Club. Atta girl, "Witty"—we're proud of you.

We were quite delighted to meet Mrs. Jakel a few days ago. She stopped in the office with Mr. Jakel while on a shopping tour in Chicago. We hope she will come in to see us again soon.

George Doughty proved to be "very sweet" when he treated

"Nubble Light, York Beach, Maine."

Prize winning picture taken by Genevieve Pare,
No. 1 Box Shop Office



while Phil came to Chicago to make final arrangements for his new territory.

C. B. Miller is taking over the territory formerly covered by P. L. Agnew. We welcome you back into the Bird organization, "Chick."

W. G. Dunn has been assigned to the Grand Rapids territory previously handled by G. H. Exline.

E. R. Moore has returned from East Walpole to take up duties as an Inside Salesman. We have a sneaky suspicion that Gene is an expert at Bridge. If he is too good, we will just have to send him back to East Walpole.

Scotty was sent to Fort Wayne recently to assist Mr. Keeler for a short time. He reports having been detained in Valparaiso due to the storm. Was that really the reason, Scotty, or was it the Kirkland case?

Mr. Howells has submitted the following for Scotty's bene-

the office to a box of glace fruit on St. Patrick's Day. Thanks a lot, George.

The latest type of telephone bell has been installed at the desks of Marie Lester and Evelyn Hoffman. It sounds so much like an alarm clock that we all feel quite at home.

What do you think of a person who has soup for dessert?

WALPOLE AND NORWOOD

WALPOLE and Norwood hold second and third places respectively as leading manufacturing towns in Massachusetts, according to a recent Associated Press report issued from the Department of Labor and Industries. Watertown is first.

As Bird & Son has plants in both Norwood and Walpole, these records are what we have helped to establish, and we should feel both proud and fortunate to live in towns which stand so well in comparison to the rest of the state.

Son: "Pop, I got in trouble at school today an' it's your fault."

Pop: "How's that, son?"

Son: "Remember I asked you how much \$1,000,000 was?"

Pop: "Yes, I remember."

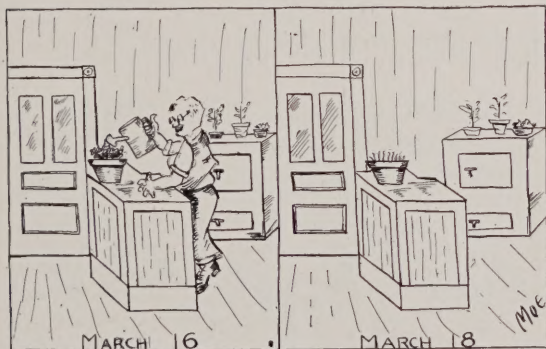
Son: "Well, 'ahelluva lot' isn't the right answer."

"Is your wife having any success in learning to drive the car?"

"Well, the road is beginning to turn when she does."

Julia: "And at the end of his letter he put a couple of X's. What does he mean?"

Hilda: "Simple girl! It means he's double-crossing you."



"MANNY" JOHNSON HAD A SHAMROCK PLANT

March 17 proved almost fatal to Emanuel Johnson's thriving oxalis which he was nursing along in his "flower garden" in the East Walpole lunch room. Everybody mistook it for a shamrock!

BIRD CLUB HISTORY

When plans for the Bird Club Tenth Birthday party were first made, it was voted to print a History of the Club in Booklet form, but at a subsequent Bird Club Council meeting it was agreed that the Club money could be better spent in other ways, and that the history should be read at the banquet.

The following is the talk given by Mr. B. D. Rogers at the 10th Anniversary Celebration, and we reprint it here that those readers who wish it, may have a complete account of the Bird Club activities up to the present time.

On the seventh day of January, 1921, at the Club House in East Walpole, Mass., seventeen men from the Bird & Son organization met and signed the document which made the Bird Club a legal corporation. Tonight—almost to the minute as I read this—we are ten years old.

Ten years is a short time in the life of an organization which is destined to live for several hundred years, but for the Bird Club it has been a very busy and happy decade of growth and expansion.

As a matter of record, the Bird Club was originally conceived in October, 1920, shortly after Bird & Son purchased the Charles Vose Estate on October 1st of that year. At a meeting on October 13th, a large representative group of men were called together and told by Mr. Allen that if it was their desire to have a club and club house, we could have the first option on the estate.

It was the unanimous feeling of those present that such a place and plan was ideal, and a committee consisting of M. J. Hawkins, J. H. Smith, W. W. Wilson, R. G. LaFountain and E. C. Kerans was appointed and drew up by-laws which were accepted on October 25th, 1920. Officers and committees were elected and the club was launched.

At the time of its incorporation, ten years ago tonight, the Bird Club laid down for itself the following purposes: "To advance the civic and educational interests and undertakings of its members; to promote social intercourse; to encourage athletic exercises; and to afford the conveniences of a club house where may be established and maintained places for reading rooms and social meetings." These four things the Club has certainly accomplished. Through our monthly meetings and occasional banquets and special entertainments we have not only "promoted social intercourse" of the finest kind, but we have in many of these meetings "advanced" both "civic and educational interests." The interesting talk by Mr. P. H. Bailey on his trip around the world was the most recent example of this type of meeting.

Baseball, soccer, tennis, bowling, basket ball,—all these sports have been sponsored by the Bird Club, working in conjunction with Bird & Son, and each year large numbers of Bird & Son employees get enjoyment either playing in or following these local contests with their local "stars."

And surely "the conveniences of a Club House" have been established. The Charles Vose estate which was acquired at the time the Club was organized, is one of the finest clubhouses of its kind to be found. It makes a home and a fraternity house for the eighteen fellows who live there, and it affords an ideal place for small club meetings, either at the house itself, or in the gymnasium. We don't often realize fully the advantages of such a clubhouse until we picture how things would be without it.

Once a Bird Club member, always a Bird Club member seems to be the slogan of those who join our ranks and enjoy the comradeship of these monthly meetings. Out of that original group who signed the Agreement of Association, eleven of them are still actively connected with Bird & Son. Those men, many of whom are here tonight, are: Philip R. Allen, Axel H. Anderson, Charles W. Conrad, Fred B. Duncan, Michael J. Hawkins, Herbert C. Jepson, James B. Maguire, Philip H. Bailey, John J. White, George R. Wyman and myself. These men, along with many others have followed the

life of the Bird Club since its start, and it is the interest and co-operation of men like these that have made it possible for the Bird Club to grow as it has.

There are two other groups of men whose wise guidance has kept the Bird Club growing and expanding during the past ten years: The Presidents and the Chairmen of the Entertainment Committee. The Presidents are as follows; in the order in which they held office: P. R. Allen, W. W. Wilson, S. W. Smith, R. L. Tupper, G. R. Wyman, C. W. Conrad, S. B. Montgomery, E. L. Chamberlain, S. W. Gladding, A. H. Anderson, and H. A. Dresser, the present "Commander-in-chief." The various entertainment committee chairmen have been: H. H. Miller, W. J. Score, J. B. Maguire, H. E. Rouillard (who served for three years, D. E. Merrill, H. A. Dresser, (who served for three years) and P. A. Guttormsen, the present Chairman. The work of Mr. H. H. Miller, the first chairman, is well known to every old time member of the Club. It was he who drew up the first entertainment schedule, who laid the plans and established a precedent which has been followed successfully year after year.

The life of the Club, while it has been short, has been prosperous. In addition to the regular entertainments and meetings, we have endeavored to give the children and residents of our community some entertainment and pleasure in the nature of carnivals, band concerts, and the like.

In realization of the hard times caused in many families this year by the general business depression, a suggestion was made that the Club assist in some sort of charitable work in this vicinity. A sum of \$1,000.00 was appropriated for that purpose and a committee consisting of M. J. Hawkins, Michael Shergals, J. J. White, and P. A. Guttormsen was appointed.

This committee investigated nearly 60 cases throughout the community. About a third of these were Bird & Son employees, and less than half the group were found to be in actual need. Many were already receiving help from other societies or from the company. This committee learned what was most needed in each case and gave aid accordingly. For instance, in 7 families with from 4 to 7 children, it was learned that they were getting only a quart or a pint of milk a day for the whole family. In all these families the Bird Club is now providing the regular quantity of milk so that the children will not become undernourished. The committee has also distributed 13 tons of coal, bought shoes, rubbers, food and clothing for several families, and purchased a few toys for some children who might not have had any otherwise.

The Bird Club Meetings were first held in the Clubhouse, later we had to move to the gymnasium. On the books today are 415 active members who, as you all know, can only be accommodated in a hall as large as this one.

These figures alone are significant in showing we have grown and prospered in members.

May we continue to grow, to help and to prosper.



"Signs of Spring" in Chicago. The Bird & Son Restaurant after a recent heavy snowfall

BIRD WORKER SPEAKS

AT NORWOOD LUNCHEON

SALVATORE MARINELLI, mason in the Maintenance Department, was one of three men from the Norwood Americanization Classes to speak before the Norwood Rotarian Club on Tuesday, March 3, at the Verne Inn in Norwood.

Marinelli, who has been with Bird & Son over ten years, was the second speaker on the program,



Salvatore Marinelli, one of the speakers before the Norwood Rotary Club at their luncheon on March 3

and the subject of his talk was "Looking Back Over My Life." He told about his early life in Italy, coming to America at the age of seventeen, and finding work first on a farm in Quincy and later at the ship yards in Fore River. After about a year and a half in this country he moved to Norwood.

"When the World War came," he said, "I was drafted and went to a training camp in Georgia, but did not go across to France. A few days before I left to go to camp, I was called into the office. When I got there all the bosses were there waiting for me. I was surprised. The superintendent stood up and made a good speech. He said, 'Here is a man who we did not expect would help us in this war, but he is interested to go and do his duty. I am convinced that he will give us good service and come home safely.' Then he opened a drawer and took out a box which contained a good wrist watch. All the bosses and friends had presented this with their compliments.

"These things I never forget."

"I have been an American Citizen for about 13 years. I have attended evening school for five years, and am trying to be a good citizen of the United States of America."

We are proud to have such a man working with us, and equally proud to know that there are many others in Bird & Son who are also attending the Citizenship Classes and earnestly trying to become better citizens.

Friends of Paul Kugel, who formerly worked at No. 1 Box Shop, will be interested to know that he was also one of the speakers at the Rotarian luncheon.

VETERANS' SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during the month, and of those who complete twenty or more years' service during April:

			Yrs.
John M. Smith	4- 9-1879	Box Shop	52
Frank Fisher	4- 3-1895	Inspector	36
John J. Linnehan	4- 7-1897	Paper Mill	34
George Doderer	4-17-1897	Paper Mill	34
John Hale	4-11-1899	Paper Mill	32
Edward Bonner	4- 1-1900	Paper Mill	31
Kenneth McLennon	4- 9-1900	Paper Mill	31
George L. Towle, Jr.	4- 1-1901	Main Office	30
Michael Powers	4- 5-1901	Maintenance	30
Mary Sline	4-11-1901	Box Shop	30
Coleman Howe	4-21-1901	Paper Mill	30
Fred W. Shepard	4- 1-1902	Paper Mill	29
John Spillane	4- 9-1902	Paper Mill	29
Gustaf Johnson	4- 1-1903	Roofing Plant	28
Patrick Hessian	4- 4-1903	Maintenance	28
Halburton Dobbins	4-25-1903	Stores	28
Joseph Sinkovitch	4-13-1908	Maintenance	23
Joseph Aukstolis	4-25-1908	Roofing	23
John E. Maguire	4- 4-1911	Paper Mill	20
Philias LaLiberty	4-10-1916	Box Shop	15
Klemens Kaseter	4-22-1916	Box Shop	15
E. M. Lines	4- 1-1921	Research	10
C. L. Hammond	4- 1-1926	Roofing Sales	5
Alex Alexandrini	4- 2-1926	Roofing Plant	5
Richard Frain	4- 5-1926	Flooring Plant	5
William Walker	4- 5-1926	Flooring Plant	5
Andrew Hazlett	4- 5-1926	Maintenance	5
Joseph LeBlanc	4- 5-1926	Flooring Plant	5
Pasquale Alberico	4- 8-1926	Roofing Plant	5
James Constantine	4- 8-1926	Box Shop	5
Charles Rafuse	4- 9-1926	Maintenance	5
Stanley Wasill	4-12-1926	Roofing Plant	5
Manuel Coneja	4-15-1926	Roofing Plant	5
Luigi Currieri	4-20-1926	Roofing Plant	5
Clarence Bergstrom	4-21-1926	Paper Mill	5
Mary Barrett	4-23-1926	Main Office	5
Mary McDonough	4-27-1926	Main Office	5

PHILLIPSDALE

Vincento Circerelli	4-13-1916	15
Fred Billings	4-17-1916	15
John Harrington	4-27-1921	10
Harriett A. Neill	4-12-1926	5

CHICAGO ROOFING

Roswell Dodge	4- 9-1926	5
LaVina Moore	4-15-1926	5
John J. Sullivan	4-23-1926	5
Marshall F. Meyer	4-27-1926	5

How Much Will You Leave Your Heirs?

IN making a survey of our national wealth, some interesting figures were gathered by the Federal Trade Commission which show that eleven people out of a hundred, whose estates are probated with the courts, bequeath to their heirs less than \$500. Ten leave from \$500 to \$1,000; twenty, from \$1,000 to \$2,500; and eighteen, from \$2,500 to \$5,000. About fifteen out of a hundred leave estates valued from \$5,000 to \$10,000; fifteen will pass on and leave from \$10,000 to \$25,000. Between five and six will leave estates from \$25,000 to \$50,000.

If you were to die right now, how much would you leave?

Visitors at Our Plants for March

PROFESSOR C. A. BRAUTLECHT and seventeen men from the Department of Chemistry and Chemical Engineering of the University of Maine visited our East Walpole and Norwood plants on Thursday, March 19. These annual visits from this Department are



The group of University of Maine Chemistry Students who visited the plants on March 19

always looked forward to, and we are glad to welcome each group of men. Those who made the trip included, besides Professor Brautlecht, H. C. Allen, R. L. Annis, J. N. Armstrong, E. R. Barker, T. F. Conant, W. F. Cullinane, P. M. Elliott, A. E. Emerson, M. E. Kilby, R. K. Lear, E. E. Light, C. B. Malone, R. W. Merrill, P. Rubin, W. E. Smith, E. W. Strecker, and J. F. Sullivan.

Other visitors of the month included:

East Walpole and Norwood Plants

Messrs. Hinckley and Baker, Colonial Press, Inc.
Messrs. Batchelder and Mason, Wm. Proctor Co., No. Chelmsford, Mass.
Mr. E. G. Staude, Pres., E. G. Staude Mfg. Co., 2675 University Ave., St. Paul, Minn.
Messrs. Flynn and Rooney, Meekins, Packard & Wheat Co., Springfield, Mass.
Messrs. B. M. Thomas and Graham, Container Corp. of Am., Manayunk, Phila., Pa.
Mr. Lane, Container Corp. of Am., Natick, Mass.
Messrs. Chas. Parker, Paul Bates, G. B. Woods, J. R. Southworth and G. M. Denton, all of Springfield, Mass.
Mr. W. E. Ferguson, Contractor, Roslindale, Mass.
Messrs. Martin Young, Edmund Flaherty and Chas. Kiles, E. C. Young Company, Randolph, Mass.
Mr. Herbert Fales, Framingham Lbr. Company, Framingham, Mass.

Chicago Roofing Plant

Mr. Mitchell, Ferguson Lumber Co., Rogers, Ark.
Mr. Meadors, Home Lumber Co., Van Buren, Ark.
Mr. Bambach, Bambach Construction Co., Rogers, Ark.
Messrs. Arthur and Leo Henderlong and Mr. Hall, of Henderlong Lumber Co., Crown Point, Indiana.
Mr. Harold Rupp, Bruno Martin Co., Saginaw, Mich.
Mr. A. C. Kuder, Bruno Martin Co., Port Huron, Mich.
Mr. Fred Anderton, Rikerd Lumber Co., Lansing, Mich.
Glenn Hall, Eastern Michigan salesman.
Mr. W. G. Dunn, of Canal Street office.
Mr. D. M. Peaslee, Loetscher & Burch Mfg. Co., Des Moines, Iowa.

Mr. L. T. McCoy and Mr. Charles Fager, Ft. Wayne Builders Supply Co., Ft. Wayne, Indiana.

Messrs. McCarthy, Porter, Dann and Selwyn, Malcor Roofing Co., Aurora, Illinois.

Mr. Bryon Smith, Smith Nuppenau Lbr. Co., Valparaiso, Indiana.

X-RAY MACHINE

FOR a little more than a year, the Hospital has had an X-ray machine, which is giving good service in finding out quickly whether or not there is a fracture and just how serious that fracture is.

With this new machine it is possible to find out within half an hour after a man has injured a bone, exactly what that injury is. The man is brought into the hospital, and the limb that is injured is put under the X-ray machine. It takes only from one to four seconds exposure to take the "picture," and once it is taken, only ten or fifteen minutes to develop.

Having an X-ray taken is not like going to the dentist, but it is just like having a picture taken of your foot or your arm instead of your face. Many X-rays have been taken during the past year, and have shown beyond any doubt the value of being able to tell almost immediately to what extent a person has been injured. The new machine is another safety device to be included in the long list of preventive measures already in use by Bird & Son.

THE CREDIT UNION

(With Apologies to Mother Goose)

C stands for CREDIT
to pay your just debts,
R for REPAYING
the loans that you get.
E's for EXPENSES—
almost a naught,
D means DEPOSIT
as much as you ought.
I is for INCOME—
how large it looks,
T's for the TRIALS
of balancing books.

U that with UNION
the battle we'll win,
N shows you NOW
is the time to begin.
I's for the quarterly
INT'REST we get
O for the OUTSTANDING BILLS
to be met.
N's for NET PROFIT
THE SIGN OF SUCCESS.

—Selected.

ACKNOWLEDGEMENT

I wish to thank all my friends at Bird & Son for the flowers and their kind expressions of sympathy during my recent bereavement.

—Harry B. Lane



BIRD PRODUCTS



Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt	American Twins Thick Butt	NEPONSET Double Twins	
American Double Twins	Hex-Twins	Lock-Butt	Individuals
Super Twins (Thick Butt)	Giant Individuals	Custom Built Shingles	

BIRD Roll Roofing

Paroid	Art-Craft	Shingle Design	Slate Surfaced
American Ready	Old Reliable	Universal	

BIRD Building Papers

NEPONSET Black	Saturated and Coated	American	Economy
Refrigerator Insulating	Paper Mulch		

BIRD Wall Board

NEPONSET Board, Cream White	American Board
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BIRD Specialties

Asphalt Felt	Paroid Built-up Roof	BIRD Deadening Felt
Plastic Cement	Roof Coating	Art-Bric Siding
BIRD Insulating Board		

Flooring Division

BIRD Rugs	BIRD Floor Coverings	BIRD Tile Flooring
BIRD Rug Border		BIRD Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases	BIRD Shoe Cartons
NEPONSET Waterproof Paper Flower Pots	Tack and Screw Boxes
Flower Pot Covers	

Special Paper Division

Standard Pressboard	—	Rocket and Torch Paper
Dry and Waterproof Felt Papers for Special Purposes		

BIRD & SON, inc.

Established 1795

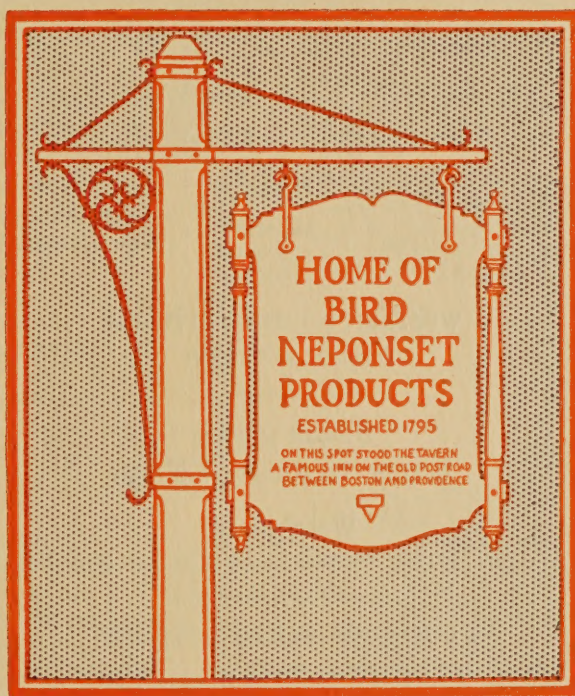
EAST WALPOLE, MASS.



{List of Bird Products on Inside Back Cover}

BIRD'S *Neponset* REVIEW

Planned and Edited by Employees of
BIRD & SON
INCORPORATED
East Walpole, Mass.



Floor Covering Quarterly

VOL. XIX NO. 5

MAY 1931



Established 1795

BIRD & SON

(incorporated)



East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.
Phillipsdale, R. I.

Box Factories
East Walpole, Mass.

Flooring Plant
Norwood, Mass.

Roofing Plant
Norwood, Mass.
Chicago, Ill.

Officers

President, PHILIP R. ALLEN
Vice-President, GEORGE R. WYMAN

Vice-President, ELMER H. BARTLETT
Sec. and Treas., AXEL H. ANDERSON

Directors

PHILIP R. ALLEN
AXEL H. ANDERSON
ELMER H. BARTLETT

CHARLES S. BIRD, JR.
GEORGE D. DUTTON
GEORGE C. LEE

JOHN R. MACOMBER
HOWLAND TWOMBLY
GEORGE R. WYMAN

SALES

Paper Sales Division
Vice-Pres. and Mgr.
E. H. BARTLETT

Roofing Sales Division
Manager, P. H. BAILEY
Eastern Mgr., W. E. HALE
Southern Mgr., A. D. KILHAM

Box Sales Division
Manager, C. H. ANDREWS

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Treasurer and Comptroller,
A. H. ANDERSON
Asst. Treas. and Credits, D. E. MERRILL
Asst. Treas., H. E. DAVENPORT
Auditor, W. C. AHLGREN
Purchasing and Traffic, A. H. RUSSELL
Assistant, M. J. HAWKINS
Labor Bureau Manager, B. D. ROGERS

Research

Director of Research, G. R. WYMAN
Assistant, E. M. LINES
Chief Paper Div., E. L. CONNOLLY
Chief Flooring Div., J. E. GRAHAM
Chief Box Div., J. B. MAGUIRE

MANUFACTURING

Vice-Pres. and Mfg. Mgr., G. R. WYMAN
Staff Engineer, B. H. ROBERTS
Manufacturing Staff, P. N. HILLS
Gen. Supt., E. Walpole, C. W. CONRAD
Supt. Paper Div., R. A. WILKINS
Supt. No. 1 Box Factory, R. L. TUPPER
Supt. No. 2 Box Factory, W. S. JACKSON
Supt. Felt Div., T. G. HENDERSON
Supt. Flooring Div., R. M. WIGHT
Supt. Norwood Rfg. Div., E. L. CHAMBERLAIN

WESTERN ROOFING DIVISION

Manager, F. H. HIRD
Sales Manager, W. W. WILSON

Superintendent, J. G. YOUNG

Branch Offices

Boston, New York, Chicago

Warehouses

EAST WALPOLE, MASS., NORWOOD, MASS., CHICAGO, BROCKTON, MASS.

FLOORING SALES DIVISION

Bird and Son Sales Corporation

President P. R. ALLEN

Vice-President and Sales Manager, H. E. SAWYER, JR.
Sec. and Treas., A. H. ANDERSON

Eastern Mgr., W. B. ROGERS, JR.

Western Mgr., R. W. WESTCOTT

Branch Offices

Boston, New York, Chicago

Warehouses

ATLANTA, BALTIMORE, BIRMINGHAM, BROOKLYN, CAMDEN, CHICAGO, CINCINNATI, CLEVELAND, DALLAS, DAVENPORT,
DENVER, DETROIT, EAST WALPOLE, GRAND RAPIDS, HOUSTON, INDIANAPOLIS, KANSAS CITY, LOS ANGELES,
MEMPHIS, MILWAUKEE, NEW ORLEANS, OKLAHOMA CITY, PITTSBURGH, PORTLAND, OREGON,
RICHMOND, SAN FRANCISCO, ST. LOUIS, ST. PAUL, SEATTLE, SIOUX CITY

BIRD'S NEPONSET REVIEW

Vol. XIX

May 1931

No. 5

ADVERTISING THE BIRD LINE

SUCCESSFUL DISPLAYS AID DEALERS IN SELLING BIRD PRODUCTS

AS we introduce to our dealers our advertising program for 1931 in the special eight-page insert, it is both interesting and profitable to look back over the past three or four years and recall



The famous faucet display introduced several years ago, and used extensively throughout the country. Water apparently flows out of this unconnected faucet suspended in mid-air

the different advertising methods we have used to attract the public.

The basis of all Bird & Son advertising is selling through the dealer, working directly with the man who sells our products to the public. It is the function of any advertisement to sell, and by working with the dealer we believe that both the dealer and ourselves will realize more sales and greater profits.

After all, most of the sales are made at the counter or in the show window. Unique, attractive window advertising invites the customer into your store, and effectively arranged displays sell him the Floorings.

During the past few years our advertising department has concentrated largely on four chief types of advertising, all of which are featured by the dealers themselves. This not only allows the dealer to kill two birds with one stone and advertise both his own name and the line of Bird Products at the same time, but it saves him the inconvenience of having to work up his own advertising material.

Also it is very true that in unity there is strength. By combining, through Bird & Son,

with every other Bird dealer in the country, each individual gets the benefit of advertising practices which have been tried and are known to be successful, and is also supplied free of charge with elaborate cut outs or mechanical displays which would be far too expensive for him to install alone.

The first of these four types of advertising is newspaper advertising in local papers and under the dealers name. Special cuts and suggested copy are always available. Dealers have found in the past that by using this type of advertisement judiciously they are able to increase their sales very noticeably. If used in conjunction with a Special Sale or Special Week announcement these newspaper advertisements are doubly effective.



The well-known mother and daughter cut-out which proved so very popular that there were many requests for its use in advertising other products than our own

Consumer literature is another form of advertising which reaches the customer in his home. The four-page letters which have been prepared for dealers at our expense during the past two or three years have won favor both from the word messages they carry and from the natural color illustrations of attractive rooms and rugs. These "picture messages" we have tried each year to make different and appealing to the housewife. This year, varying the procedure slightly, colored reproductions of each pattern are being sent out in specially printed envelopes.



A flasher sign quite recently introduced, and still very popular. The picture of the woman on her knees with the old-fashioned scrub brush appears and disappears with each flash of the light

At the store itself, the first and possibly the most important of the advertising material, is the window display. By it customers and prospective customers are attracted into the store.

Closely connected with window displays are department displays, and as far as material goes both use much the same sort of advertising pieces. The difference is largely in arrangement. To help in both window and department advertising, Bird & Son has developed elaborate and in several cases, very expensive displays, which are furnished free to the dealer upon request. Cards and cut out figures of every style have been furnished to catch the customer's eye, and clever mechanical displays and flasher signs are still in great demand, even though some of them have been in use several years.

It is interesting to recall some of the most popular displays and flashers: the famous faucet display, the mother with her child who asks, "What do Bird Rugs mean, mother?", the windmill, the waterwheel, and last year the mop versus the scrub-brush, together with the flasher sign which

showed how Bird Floor Coverings eliminated tiresome scrubbing.

No story of Bird & Son advertising would be complete without due recognition of one of the biggest advertising ventures in recent years—the flight of the good ship "Neponset," 138 foot dirigible, which visited many New England towns last summer on a good will tour. Although its flights were confined wholly to towns in New England, it became famous all over the country. Publicity was given it in the newspapers, and thousands of tourists, visiting the "nation's playground," saw the ship and read its message,— "Bird Rugs—Bird Roofs."

Helping the dealer keep the Bird line before the public is in the long run the thing that will sell Bird Flooring Products. Practice during the past few years has shown that our methods have been successful, and with the help of loyal dealers, we believe they will continue so in the future.

30

NEW ENGLAND BUSIEST

SECTION OF COUNTRY IN 1930

THAT New England came through the depression year 1930 better than the rest of the country is shown in an article by President E. S. French of the Boston and Maine Railroad which, with supporting data, appears in the current issue of the Harvard Business School Alumni Bulletin. The vital statistics of industry and business for the country in 1930, just completed, he points out, show that while New England like other sections felt the pinch of hard times, "New England slowed down less, New England had more new construction, New England spent more, and at the same time New England saved more than the rest of the country."

Presenting "New England as an economic entity to which, by reason of its record through the years, the country has looked for outstanding accomplishment industrially and commercially,"



"Neponset," the first dirigible in America to be used for advertising purposes, as it appeared last spring just before it started on the good will tour of New England

Mr. French says the depression of 1930 provided the latest test of its economic strength and stability, and proved New England to be "at least a little more stable, a little stronger, a bit more prosperous than the country as a whole."

President French, in closing his article, adds the prediction that "the outstanding population and industrial development trend in New England in the next generation will be toward our smaller towns and cities," where "industry can operate on a lower basis of costs, its employes and officials can obtain the advantages of living in the country, and with . . . congestion removed, a greater productive effort is made possible for the industry, and a greater proportional leisure made available to the individual . . . I am confident that the economics of industrial location will bring about an expansion of industry in our northern New England towns and villages within the next generation that will contribute substantially to New England's further growth,—and will make another of the succeeding eras of New England readjustment,—and New England greatness."



WESTERN DEALERS COMMENT ON BIRD PRODUCTS

JUST as we go to press, several interesting letters have been received through the Chicago office, and we take pleasure in quoting from them here:

From *Payne & Crawford, Oakland, California*—
"We are very sincere in giving the following statements:

"Bird's felt is very strong in its tear resisting qualities, it takes and allows paste to spread very easily, it deadens sounds and in our work we find it to be the best all around lining felt for linoleum work that we can buy. As you know, we have tried most of the brands sold on the Pacific coast.

"And while we are writing, we might as well give your Neponset and Super-Grade floor coverings a boost. We find that they cut cleaner and have the least tendency to clog a linoleum knife, they are very easily cleaned and are the only floor coverings that we can put in our show windows without the sun fading them."

Wm. Volker & Company of San Francisco report—"It is with pleasure that we take this opportunity of expressing our satisfaction with your lining felt. We have been distributing Bird felt for some time, and can state that without exception we have not received a complaint on the quality of your product. We have found, from past experience, that linoleum layers in general are almost as temperamental as singers, and it is hard indeed to find a product which suits each one. So long as the present high quality of Bird's felt is maintained, we believe that it will remain the standard, so far as lining felts are concerned."

We also received a letter from *Geo. J. Smith*

Company of Oshkosh, Wisconsin commenting on our wall charts: "We have just received your new wall chart with the 1931 line of Neponset rugs.

"Allow us to congratulate you on bringing out this type of chart, as it is as clever a piece of work as we have ever seen. Its advantages are many over the old type of chart that has been in use in the past. Your 1931 line of patterns in both rugs and yard goods is also very attractive."



Office of the Neponset Credit Union, being used as a temporary bank by the Walpole Trust Company on April 2nd, after they had been burned out of their quarters the day before

FOUR MILLION IN A MONTH

WE hear a lot about how to save, but we don't realize how quickly savings mount up, until we read something like the following. It was submitted by our Roofing Salesman, H. P. Morton, and he says "It may be an old one, but it is worth trying on your friends."

Here it is:

For 30 days save your money, by starting the first day with one cent and every day thereafter doubling the amount until the end of the 30 day period. For example: On the first day save 1 cent; second day 2 cents, third day 4 cents, 4th day 8 cents, etc. On the 20th day you will find that you should put away \$5242.88, and at the end of the thirty-day period, your total savings will amount to well over \$4,000,000.00.



QUESTIONS AND ANSWERS

1. What is the weight of the average bale of waste paper, brought in to the plant by truck?
2. At what temperature are the steam dryers on No. 5 Machine kept?
3. What is the length of the ovens at the Flooring Plant?
4. What is a Veeder counter?
5. How many men are required to work on a Roofing Machine from the operation where the felt is fed into the machine, to the final operation before sending the shingles to the shipping room?

Answers to these questions will be found on Page 9.

HOME DISTRACTIONS CAUSE MANY ACCIDENTS

DID you ever notice that the kind of work you turn out depends a lot on how you feel and what you are thinking about? All kinds of distractions may creep into your mind and prevent you from doing your best. If any one distraction is strong enough, it may take your mind wholly away from your work for the moment, and when

was this accident! In the *first* place, it is against rules to clean a machine in motion. *Second* gloves should not be worn around such a machine. *Third* it is a strict rule in this department not to use metallic tools around the machines.

Why did Tony do this? As a usual thing, he is a careful workman. This day the world was all

BIRD & SON, inc. PLANT SAFETY STANDING

SAFEST PLANT 1 PHILLIPSDALE THIS YEAR

2 NO. 2 BOX SHOP

5 FLOORING PLANT

3 ROOFING PLANT

6 CHICAGO

4 NO. 1 BOX SHOP

7 PAPER MILLS

8 ENGINEERING

ALWAYS BE CAREFUL

This standing is as of April 20, 1931

this happens—look out for an accident.

Even a quick trip through the plant will show us that different people have all kinds of things on their minds which may lead them to be careless.

For instance, here is Mary Marcus, feeding sheets of fibre board into the bar creaser. Mary is very much in love. On her finger is a diamond which she has exhibited to her admiring girl friends only that morning. All her thoughts are far away from the work she is doing. She is day-dreaming. But watch out, Mary—day-dreaming is dangerous. You'll be lucky if you get through the day without an accident.

Down at the Flooring Mill we hear about Tony Caputo, who has just been injured while cleaning a grinding machine.

Tony was wearing gloves and using a putty knife. He started up the machine much against the advice of a fellow worker. Bingo! Tony lets out a yell of pain and fellow worker rushes to turn off the power. An examination reveals that the putty knife had got caught between a revolving blade and the side of the machine and cut off the tip of one of Tony's fingers. How entirely foolish

wrong. There was a reason. Here it is. The night before Tony had been up all night with a raging toothache. Naturally, when he came to work the next morning he was worn out, had a rotten disposition and a desire to take it out on something or somebody. How much better it would have been had he told his foreman and gone to a dentist and had it attended to.

Our next stop is in the carpenter shop. Charlie Fisher is at a band saw. How savagely he is working! No wonder—because he's mad. He's running over and over in his mind the pitched battle he had with his wife before he came to work. His wife's cursed relatives will be at the house when Charlie gets home from work. Charlie is in an ugly mood. He is taking out his spite on the saw. But, keep your shirt on, Charlie. When a man is mad he can't think straight, see straight, or hear straight. And your knuckles are coming pretty close to that band saw. Better show your fighting spirit somewhere else! As a matter of fact that saw is more dangerous than your wife and all her relatives.

We could go on making the rounds, discovering

worker after worker whose home and family distractions are running away with his thoughts, leaving his hands to do their work more by habit than by conscious direction. It happens every day in every plant. It happens occasionally with practically every worker. With some workers home distractions are almost constantly preying on their minds. Some cases are *chronic*.

The best advice we can give to the worker with worries on his mind is this—Realize that you *are* worried and not quite at your best, and then strive to overcome this and forget your distraction. It is hard work, but you can accomplish a lot by simply realizing your difficulty, facing it squarely, and then making every effort to keep your mind on your work, and no where else. Remember that you are paid to do a certain job in a certain way—Safely—and that if you have an accident, you are the one who pays, in lost time and lost wages.

If you have a problem that you can't forget, talk it over with a close friend, or your foreman, who is always ready and glad to help you. You'll be surprised how much brighter things appear after so doing. Remember the old saying, "A burden shared is a burden lightened."

SUGGESTIONS

THE following suggestions were accepted at the meeting held on April 1:

Class 1, receiving an award of \$25:

Multiple-creased Solid Fibre or Corrugated Case

K. D. MacLeod, CX

Class 2, receiving awards of \$10 each:

Change Wood in Shingle Boards Edward Geraghty, EMW

New Shape Crescents at Corrugating Seat, FXCM2

Charles Mutch, FXC

Class 3, receiving awards of \$5 each:

Hand Rail on Hood of FBPM5

Arthur Balduf, FBE

Guide for String in Lids

Byard Bennett, FXR

Couplings on Waste Boxes

Anthony Feeney, DMT

Improved Guide Arms for FXRM25 and 26

John Ginley, FXR

Protect Side Gauges on FXRM25 and 26

John Ginley, FXR

Flush Head Bolts on Paint Truck Axles

Carl Gustafson, FFM

Rubber Band on Center Feed Roll on Kidder Press

Guy Hoyt, FXR

Slots in Machine Frame for Threading Ductors

J. B. King, EMM

Use of No. 35 Alligator Belt Lacing George Murray, EMW

Platform at No. 8 Paint Machine Anthony Pratisaius, FBP

Have Scale Even with Floor Michael A. Silvestri, FBP

Method of Threading Paper through Undercoat Machine

John S. Smith, FFN

Cover over Motor and Switch, FBPM3

Edmund Wenstrom, FB

Flushing Loaded Coating Mixer, FBPM7 John H. White, FBP

An additional award of \$10 was awarded to Guy Hoyt, FXR, as he had had five suggestions accepted.



SEVERE TEST FOR BIRD TILE

MR. WILLIAM MANDELL, New York City Flooring Salesman, had the misfortune last month to have his automobile destroyed by fire.

In the car were samples of Bird Tile, and the way in which it withstood the terrific heat and flames is absolute proof of its fireproof qualities.

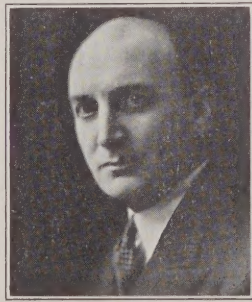
Writes Mr. Mandell: "To give you an idea of the heat in the car at the time of the fire, the brass keys (ignition, tire and door), which were hanging in the ignition lock were melted. The rear view mirror looks like an icicle. The aluminum fittings were melted, in short, the heat was terrific. The tiles are a little burned. The car is a total loss."

This unexpected, but conclusive test on this new product scarcely needs further comment. That the tiles were only a "little burned" under the circumstances is as good as a guarantee that Bird Tile is non-inflammable. It will not sustain combustion itself, and even when surrounded by flames will not burn readily.

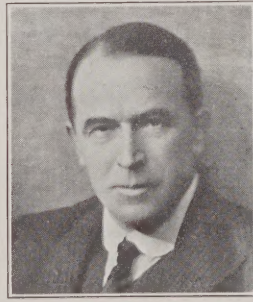
We are sorry Mr. Mandell had the unfortunate accident, but we commend him on not forgetting to report this unscheduled and successful test on Bird Tile.



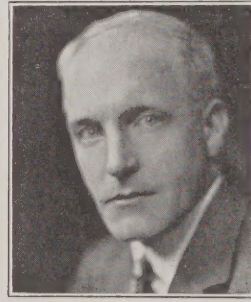
Mr. Emanuel M. Green



Mr. Harry E. Green



Mr. E. G. Smith



Mr. John D. Ross

The four directors of our agents in the British Isles; The Economic Floor Coverings Limited, Glasgow, Scotland.
Mr. Emanuel Green was a visitor at our East Walpole plant in January, when he was in this country on business

MAKE A SPRING CHECK UP ON YOUR LIFE INSURANCE

Change of Beneficiary

WHEN joining the Bird & Son, inc. Employees' Mutual Benefit Association you are given a life insurance certificate for \$200 which will be paid in the event of your death to the beneficiary whose name appears therein. At the end of each year the certificate increases \$200 until it reaches a value of \$1000 at the end of the fourth year. The value of your policy remains at \$1,000.00 during your membership in the association. It never has a cash value to you, but it is as



*The swollen Neponset surrounds the Roofing Salvage shed—
High water on March 14, 1931, taken by Charles O'Connor*

good as cash to your beneficiary in the event of your death. The beneficiary may be changed whenever it is necessary, by bringing your certificate to the Credit Union office and signing a request.

There is one very important item which you should always keep in mind, not only regarding this certificate but any life insurance policies which you may have—Is your beneficiary correct?

Your beneficiary should be the person who is most dependent on you. You owe it to yourself and family to guard these documents carefully and make the beneficiary the person to whom the money should be paid in the event of your death. Remember this—the beneficiary cannot be changed after your death, and the insurance company must pay its value to the person whose name appears as such.

There is no time like the present to check up on these policies, and at the same time make sure your beneficiary knows where they are in case he or she is called upon to produce them.

Insure the Head of the Family

Nearly every married man working for Bird & Son, inc. carries some life insurance on each member of his family.

Many cases have recently come to our attention where the cost of the insurance is many times larger than it should be. There are also

many instances where the husband and father, who brings home the week's pay, is without insurance, except that which he carries in the Bird & Son, inc. Employees' Mutual Benefit Association. There are many reasons why both of these plans are wrong. We will take for example a family of wife, husband and five children ranging from one to twelve years of age. Should the husband be taken from the family by death he would leave only the amount which his wife would get from the Benefit Association. This money would last but a few months after all of the bills had been paid. The widow would be required to pay the insurance premiums on her own policy and those of the children, or they would lapse and she would lose all that had been paid in on them. Many policies do not have a cash value until they have been in force ten years. It would be much better if the money, which is being used to pay insurance premiums on the children and wife, would be used to pay the premiums on insurance for the father. If one of the children should die the father would keep on working and take care of his family. For what it costs to insure a family of this size, the husband could carry insurance amounting from four to six thousand dollars, and then in case of his death his widow would be able to carry on for several years.

We will be glad to analyse and advise you regarding your policies if you will bring them to the Credit Union. You will find that many of your policies are costing you more than you will ever get from them, while it may be to your advantage to keep some.

We have shown parents how, with but little effort on their part, they could save themselves from one dollar to one dollar and a half a week, and in many cases insure the members of their family for more than they had previously been insured.

Practically all of these policies have without a doubt been sold to your wife by agents who call at your home every week while you are at work. Make sure that no more policies are purchased until the ones you have are checked up.

If you are thinking of purchasing new insurance, call at the Credit Union office and find out what The Massachusetts Savings Bank Insurance has to offer and see how it compares with other insurance.

SPORTING GOODS

TENNIS racquets, baseball equipment, and other athletic goods may be ordered again this year through the office of the Neponset Credit Union. Place your orders early and avoid the mid-season rush.

SOCCER TEAM IN LINE FOR SEVERAL TROPHIES

BIRD & SON opened its Spring schedule Sunday, April 5th, at Hyde Park against the Sturtevant F. C. and were defeated by 2 goals to 1.

On Sunday, April 12th, the team reversed the process and scored a great victory over the clever Corinthian team at Revere, in the semi-final of the Northern Massachusetts and New Hampshire State Qualifying Cup. The final score was 2 to 0.

Sunday, April 19th, at East Walpole, the Bird team won over the B. F. Sturtevant F. C. aggregation by 7 goals to 1, in an important Boston and District League game.

This puts Bird & Son in the position of finalists in the competition for the State Qualifying Cup, and we will play the winner of the semi-finals game between the Worcester Swedish F. C. and the Clan Murray of Springfield. The winner of the finals will receive the coveted P. A. L. Foulds trophy.

With two games each left to play, we are also tied with the Beacon A. C. for play-off place and the gold emblems. The winner of this play-off position will then play the leaders of Boston and District League for the Thomas Grieves challenge cup.

Bird & Son is also in the select eight teams playing for the State cup proper.

Players who have assisted in these recent games are Captain Jack Smith, Harry Benson, James Leiper, Ernest and Edwin Tetlow, Leonard Schofield, Jack Eckersall, Jack Heron, Allen Craig, James Brown, Walter McKenna, James Schuller, George Bullock, and Sidney Sansom.

Goal scorers: Smith 3, Schuller 2, Benson, Schofield, Heron, Brown and McKenna, 1 each.

Bird & Son now have one of the finest amateur teams in this section of New England and are deserving of much greater support than they now receive from Bird workers. During the next few final games we feel confident that the team will continue to do itself proud and walk away with the honors it has earned.



DO WE WORRY TOO MUCH ABOUT COMPETITORS?

EASTERN Sales Manager W. B. Rogers, Jr. recently sent out a very timely and wise paragraph of advice to his salesmen, and it applies so well to every salesman in Bird & Son, that we quote from it here.

"When orders aren't coming in as they should, or as we would like to see them, our first worry is 'Are our competitors taking business away from us?' While this is an entirely natural thought, I am convinced that we all spend too much time

worrying about our competitors—their prices, their patterns, their sales policies, their advertising, or the quality of their merchandise.

"We must admit that we have competitors, but I believe we can and do spend too much time thinking about them and too little time thinking about our own line and the advantages it provides for the average wholesaler, retailer or consumer.

"What puts this idea in my mind is a memorandum Mr. Sawyer just received from Mr. Ira C. Post, in reply to the Pattern Questionnaire which was sent him. His memorandum is as follows:

"I think this is one time when I am really stuck. I do not know just how to answer. This year it



One of our new Demonstration Cars now on the road in the interests of the Roofing Department

has been pretty tough getting business and I have not paid very much attention to our competitors' lines. I have had all I could do to convince our regular dealers, and a few new accounts which I have picked up, that our patterns really could not be improved upon very much, so I am going to ask you if I might be excused from answering the questions this year as I know that whatever patterns you add will be to improve the line.'

"That Mr. Post's psychology works is evidenced by the fact that for the months of January, February and March he is 20% ahead of his quota.

"We can all take a hint from his thoughts on the subject of 'Competition.' Even if we can't entirely ignore our competitors, we can spend less time thinking about them and more time thinking of what we have to offer."



SPECIAL ANNOUNCEMENT

MR. T. Talmadge Grady, instructor in Massachusetts Savings Bank Life Insurance, will begin a course of instruction at Bird & Son, on Friday May 1st.

When he visits your department, be sure to have a talk with him. He will gladly answer any questions you may want to ask in regard to Life Insurance, and will help you with your particular insurance problems.

BIRD'S NEPONSET REVIEW

Vol. XIX.

MAY 1931

No. 5

Published Monthly by the Employees of Bird & Son, inc.
In the Interests of the Company and Its Workers
For the Promotion of

Good Service

Good Business

Good Will

MILLS: East Walpole and Norwood, Massachusetts;
Phillipsdale, R. I.; Chicago, Ill.

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B. D. Rogers

Editor, B. D. Rogers

Assistant Editor

Photographer

Circulation Manager

E. M. Grout

C. T. O'Connor

A. S. Blaney

Printing Foreman, F. R. Meyer

*I am a great believer in Luck—the harder I work, the more of it
I seem to have.—Submitted by G. M. Armstrong.*

AT YOUR SERVICE

WE, Bird & Son, inc., are firm believers in modern co-operative selling. Our interest in our products does not end after the goods have left our warehouses.

We are particularly eager to help the dealer in his problem of selling the goods he has bought from us. Your business is, in this sense, our business. We cannot continue to manufacture unless you continue to create a demand by selling and ordering again.

Whatever your sales problems are, talk them over with our representative, use and keep using our newest advertising methods which are yours for the asking.

Accept this invitation to let a company with 136 years experience in selling help you. We are sincere in our wish to be "At Your Service."

INITIATIVE

A RECENT bulletin from the Chicago Mill Office defined initiative as "energized imagination, the creative urge incarnated in deeds. A few cultivate it, but many of us are too lazy to get out of the rut."

How true this is! We *could* do this or that, but we *don't*. We say we haven't the time or the ability, when what we really lack is the ambition.

No man ever made a great success out of life by just living along easily. It is the man with the push and the will to succeed who finally wins out.

The next few years will be full of greater opportunities in business than ever before. Let us make the most of them. Let us keep out of the ruts of indifference, using our brains as well as our

muscles while we work.

What is initiative and how can we be sure we possess it? It is simply knowing your job so well that you can do the right thing without being told. The man who can do this consistently is the successful man whom all of us would like to be. How do *you* measure up to this standard?

SAVINGS THE BASIS OF INDEPENDENCE

Prepared for the Neponset Review by Carl M. Spencer,
President, The Home Savings Bank, Boston

EVERY man hopes that some day he need not work so hard. Perhaps he sees himself ready to retire at 60, or 55, maybe even 50. It depends largely upon the point of view. At 20, the 50 mark looms far away, like some distant land, never to be reached. But it arrives soon enough. And in these latter years we have adopted the happier philosophy that no one really need grow old in spirit, so that the question as to when we shall retire is reduced to one of financial independence.

The working life of the average man or woman usually begins at 20 years of age. For the next five years it is plain that a worker in any field cannot expect more than a modest income. But for the following 20 or 25 years it is fair to expect an income that will allow a margin for satisfactory savings.

There was a time when the savings doctrine went hand in hand with long faces, a dismal present, and a mournful outlook. Then a large part of the public saved for calamity only. Today we save for present prospects—for homes, for education, for the things that make life happy. Saving for Christmas, for travel and vacations has become a recognized goal. But the basis of all savings should remain the accumulation of enough capital to insure financial independence. A savings account is the indispensable basis.

When we give up the idea of saving only for a rainy day and look forward to a future of comfort and achievement made possible by our savings, then we will arrive at the threshold of independence.

This state of independence need not be put off until the saver approaches the end of his working years. Instead, the road opens ahead the moment that the first saving deposit has been made. From that day onward every dollar put to work through the medium of savings will fortify this splendid state of independence.

But, the reader may say to himself, how is it possible for me to accumulate enough money by saving a few dollars at a time to enter this happy land? The way systematic deposits of small amounts grow to sizable sums is a financial principle that never fails to impress the mind.

BIRD'S NEPONSET REVIEW

Floor Covering Dealers' Supplement

LOOKING AHEAD

ALTHOUGH the year started slowly we have noticed a very substantial pick-up in business during the last two or three weeks. This increase is partly seasonable, but is also due to the fact that "Distressed Merchandise" which was offered for sale earlier in the year by all manufacturers is now sold out so that merchants feel more confident in placing substantial orders for current patterns.

Most of our salesmen report that their customers' stocks are low. Our own stocks, while not heavy, are well assorted. This will enable us to give quick service on orders direct from the factory, or from branch warehouses.

We anticipate that our Floor Covering business will show a steady and permanent improvement from now on, and believe that by December 31, 1931 sales for the year will be substantially in excess of 1930.

We wish to take this opportunity of thanking our old customers for their loyalty and support, and welcoming new customers whose names appear on our books for the first time in 1931.

HIGH QUALITY MAINTAINED

NO drastic changes in Floor Covering Products have been made during the past year, but a constant effort has been made to uphold, and where possible improve, the high quality of our goods in every line.

Bird Tile, a new product developed last year, has won constant favor wherever it has been sold. It makes a beautiful, permanent floor for the home, kept in perfect condition with a minimum of labor. The number of office buildings and stores in which it has been installed during the year testify as to its serviceableness and dependability under constant traffic.

Among the larger installations which have been made in the East during the year are the Kennedy's Men's Store in Providence, the International Harvester Showroom in Boston, shown in this issue, the lobby of the Children's Hospital in Boston, and the vaults of the Federal Reserve Bank Building, 30 Pearl Street, Boston. In the Federal Reserve Bank heavy money trucks weighing about 3000 pounds apiece make 125 trips



Three Newspaper Advertisements featured in the 1931 Dealer Help Book

daily over the Tile floor. A more severe test could hardly be given.

Bird Neponset Rugs and Floor Coverings still retain their unquestioned position as the most popular Bird flooring product, in price and in demand. Their famous glossy finish and long-wearing qualities still win the stamp of approval from thousands of satisfied customers. In developing new products, we have not forgotten or changed this old, reliable line of floor-covering. New patterns are constantly being added—four new ones have been added since the beginning of the year, and the selection is larger and better in every way.



Bird & Son's exhibit at the Tercentenary Industrial Exposition at the Mechanics Building, Boston. The Exposition was open from September 29th to October 11th and was visited by thousands of people from all over the United States. Bird Floorings, Rugs, and Boxes each tell their story in this picture

NEWSPAPER ADVERTISING

ONE of the best ways of reaching the largest number of people is through the newspaper. An effective advertisement, well-placed, whether it announces a sale or not, is sure to bring you more business.

To help the dealer in getting his name and his merchandise before the public we have a complete stock of attractive cuts for newspaper copy. To our already large supply of last year we have added a number of new cuts, designed by experts in advertising methods. All of these appear in the new Dealer Help Book, which you may obtain by writing to the Sales Department. In this book are also many columns of suggested copy to accompany the cuts. You will find it very helpful.

Nearly all the newspaper cuts are available in three sizes—for 1, 2 and 3 column width. And of course, you may have your choice of electrotypes, stereotypes, or mats, as you prefer.

Don't overlook this important and surefire method of increasing sales. Write for your Dealer Help Book, today, if you have not already received one.

SEEING IS BELIEVING

A FAMOUS brand of canned goods is advertised by exhibiting the various contents in glass jars on the shelves, and selling the goods

over the counter in tins. People like to see what they are buying.

Notice how our new wall charts, pattern books, and consumer literature are designed to sell by this same process. Without the inconvenience of displaying a roll of every pattern, you can refer the customer to the wall chart or the pattern book and let him choose his rug from the natural color lithographs shown there. As new patterns are added, you can add reproductions of them to your wall chart and keep it up-to-the-minute.

Or, if you make use of our consumer literature, the customer can make his selection at home and

order by pattern number over the telephone.

These conveniences will please your customers, and help increase your sales.

712714 Market St. Philadelphia, Pa.

Mar. 28, 1931

Mr. W. B. Rogers, Jr.
Bird & Son Sales Corp.
Eastern Sales Mgr.
East Hapole, Mass.

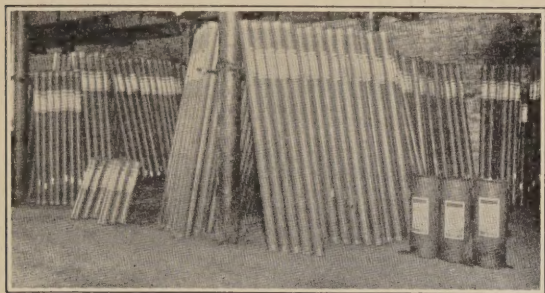
Dear Mr. Rogers:

Recently we have noticed your goods are coming through with a much smoother and more glossy finish than usual, and we feel that your research department should be commended upon the improvement. In our opinion Neponset has always been a superior product having features which elevate it from the ordinary felt base class, and this new improvement places you still another notch higher.

Philadelphia is in the heart of the felt base industry and we probably experience more price competition than any other city in the country. In order to make a fair mark-up, we must have a material which is better and be able to show the customer why it is better. The waxed back and pliability have been our strong selling features, the new finish will add another.

We appreciate your co-operation with window-displays and shipping service. Your Camden warehouse enables us to carry a low stock and show an excellent turn over.

Very truly yours,
STERN & CO.
H. J. Rogers
HJM:KS



Bird Rugs in one of the warehouses of Economic Floor Coverings Limited, Glasgow, Scotland

BIRD RUGS IN THE BRITISH ISLES

INQUIRIES were recently sent out by the Economic Floor Coverings Limited of Glasgow, distributors of Bird Floor Coverings in the British Isles, concerning the wearing and selling qualities of Bird Floorings. Out of seventeen replies received from their largest agents, it is notable that not one concern reported any complaint about the goods. All the replies emphasized the satisfaction which the products had given and the popularity of the new patterns and colors.

1931 ADVERTISING DISPLAYS

WE wish to call to your particular attention the new advertising pieces now available to all dealers. They are business-getters, every one, and you'll want to use them all before another year rolls around.

The large Display Piece shown at the top of pages 4 and 5 is designed especially for the large department store where a number of Bird Rugs are on display. It is eight feet long and eighteen inches high, and placed on top the rolls of rugs, it is an attention-getting display. It is simple and dignified without being gaudy, but because of its size, it should be used only in large departments where it can be seen to advantage without appearing out of place.

The 1931 Mechanical Display, shown on Page 4 embodies the striking features of all the mechanical displays we have used during the past few years. Inside the Trade Mark is the Neponset Maid, supporting a piece of real Neponset, over which is pouring a constant stream of water. Under the sign, "Easy to Clean" is a moving mop, which tells its own story, and convinces the housewife every time. On the right, under the sign, "Hard to Wear Out," is a boy on his rocking horse, also in motion. At the bottom is a panel in which can be advertised the best selling patterns. The large sign, "Bird Neponset Products" is illuminated, making the display equally good for either day-time or night use. Ask your Bird Salesman about this newest mechanical display and arrange for a showing in *your* store.

At the right, on Page 5, is another new idea in Bird Floor Covering Displays, and where the display at the top of the page was designed especially for large stores, this one is particularly adaptable to the smaller stores where space is at a premium. In the center is a blackboard panel on which announcements, special sales, or any other copy may be written. The bright yellow border on the display card makes the blackboard panel stand out. It's a card that can't be missed. You will find it a great saving in both money and space, since on it you can write your personal copy, without the expense of specially printed copy. It is a versatile display with a hundred uses.

Wall charts, consumer literature, and newspaper advertisements, all of which have new features this year, are told about in detail on other pages of this supplement. This year as never before these three forms of advertising are designed to bring before the public our full line of patterns and colors, allowing the buyer to see what he is purchasing.



Here is one of the most striking window displays we have seen in a long time. The use of the telephone as the center of the display, emphasizing the ease with which Bird Floorings may be ordered right from the home, has infinite possibilities. The picture was taken at the Franc Furniture Company, Davenport, Iowa

NEW STOCK CARDS

For the convenience of our dealers, we are introducing this year a stock card on which stock information can be kept available for instant use.

The card is attractively printed in red, black and silver, and its dimensions are 5" by 8". There is space provided for the pattern number, the price, and the number in stock of each size. A complete stock record can be kept on the card.

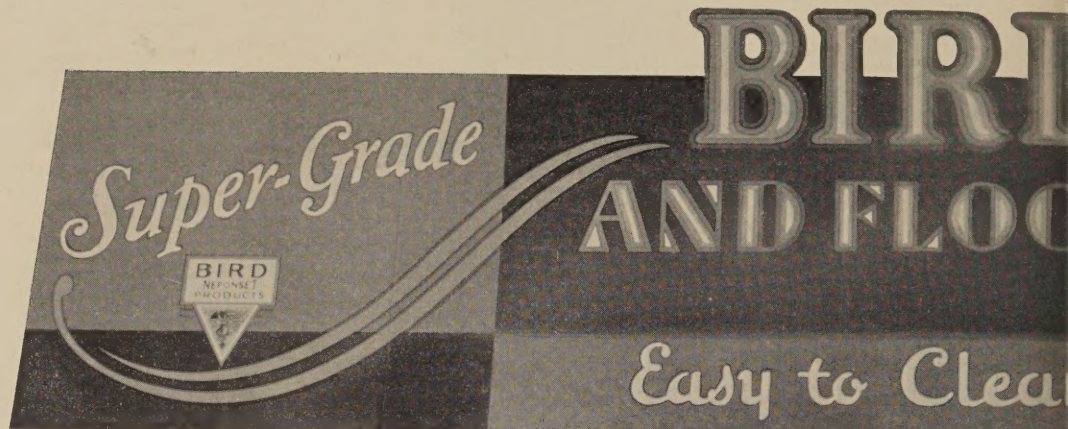
An illustration of one of these cards appears on the next page.

For convenience, and also for advertising purposes, the card can be inserted at the top of a rolled rug, as shown in the picture of the display used at the Furniture Mart in the North Station, Boston, this winter.

Order a supply of these now.

OUR 1931 WINDOW AND DEPARTMENT

(DETAILED INFORMATION ABOUT EACH



Display card designed for use in large stores. It is 8 feet long and 18 inches high, a



The handy, new stock card, on which dealers can keep detailed stock information ready for instant use.

At left—The new 1931 Mechanical Display which has already been used successfully by many dealers.

DISPLAYS WILL INCREASE YOUR SALES
(AS GIVEN ON PAGE 3 OF THIS SUPPLEMENT)

RUGS COVERING

Hard to Wear Out

Neponset

BIRD
NEPONSET
PRODUCTS

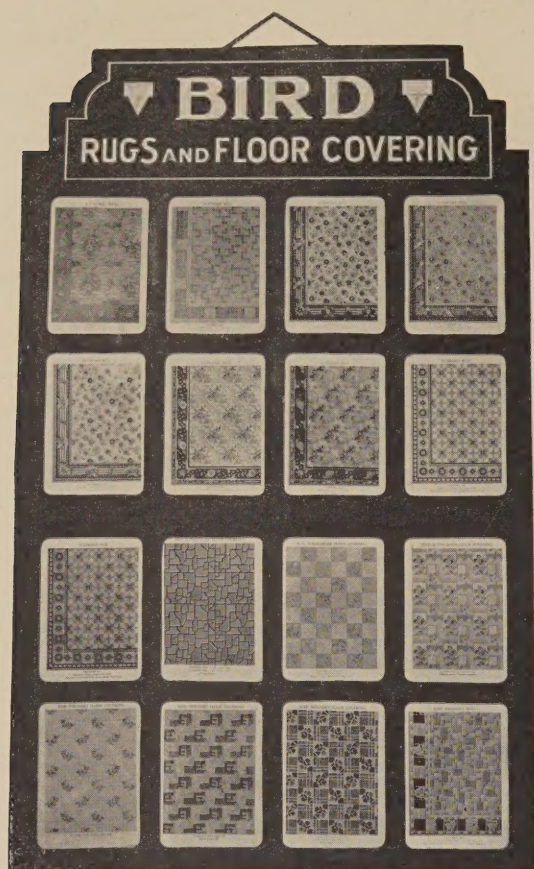
reason should be used only in large departments where it can be seen at some distance.

A fine display card for the store where space is at a premium. The center piece is a blackboard, on which you can write your own copy.

and Son's display at the Boston Furniture Mart. All the advertising pieces illustrated on this page can be seen in this display.



NOVEL CHANGE IN THIS YEAR'S WALL CHARTS



SOMETHING new in wall charts is offered this year—a chart in which the patterns may be changed according to the wishes of the dealer.

Each chart is made of Bird American Wallboard with a black surface and the words "Bird Rugs and Floor Coverings" in gold lettering. Sixteen spaces are provided for the showing of patterns, and slots on the back of the charts allow you to insert the particular pattern cards that you wish to feature.

The pattern cards give 6" x 4½" reproductions in natural color of the full line of patterns. On the card is also given the pattern number and the different widths in which the material is manufactured.

As new patterns are introduced during the year new inserts will be made up, so that at all times you will be able to show your newest and best-selling patterns.

The bright, appealing colors of the patterns stand out well against the black background of the chart. It is a neat, effective way of showing your trade your entire selection at a glance.

It is a mighty efficient "Silent Salesman."

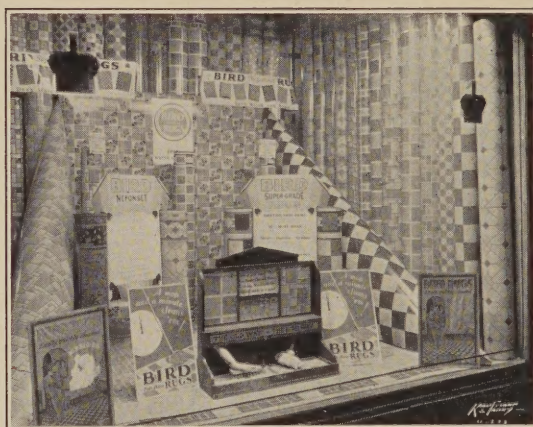
DEALERS COMMENT ON DISPLAYS AND PRODUCTS

WE take pleasure in publishing the following letters we have received from dealers in various sections of the country. We hope other dealers will find them helpful.

**The Rosenbaum Company
Pittsburgh, Pennsylvania**

"I take this opportunity to advise you that we are very well pleased with the arrangement we have with your firm through their Warehouse located here in Pittsburgh. It is possible for us to carry almost your entire line of rugs, eight and twelve quarter goods at a very low cost and inventory. The selection is so extensive that we very seldom lose a sale with this class of merchandise.

We are getting a very good turn-over on your merchandise. For this reason we hope to cooperate with your Warehouse in Pittsburgh 100%. The service has been excellent in the past and we find it a great pleasure to do business with your representative.



A window display of the Home Weaving Works, Inc., Chicago, which proved successful in getting more sales

Trusting that the relationship will be as beneficial in the future as it has been in the past, we are,

Very truly yours,
The Rosenbaum Company,
T. D. Sutter."

**Home Weaving Works, Inc.
Chicago, Illinois**

"We have been very pleased with the Bird window display and want to take this opportunity to express our appreciation for the assistance your salesman has given us.

The mop display created a great deal of attention. This was one of the best displays we have ever used because it brings out the

Continued on Page 7

CONSUMER LITERATURE

FOR several years past it has been our custom to issue consumer letters—four page sheets with colored illustrations—for the dealers' use in direct mail advertising. This year, as a variation, the consumer literature is taking the form of loose-leaf color reproductions showing the 32 patterns of the Super-Grade and Neponset lines.

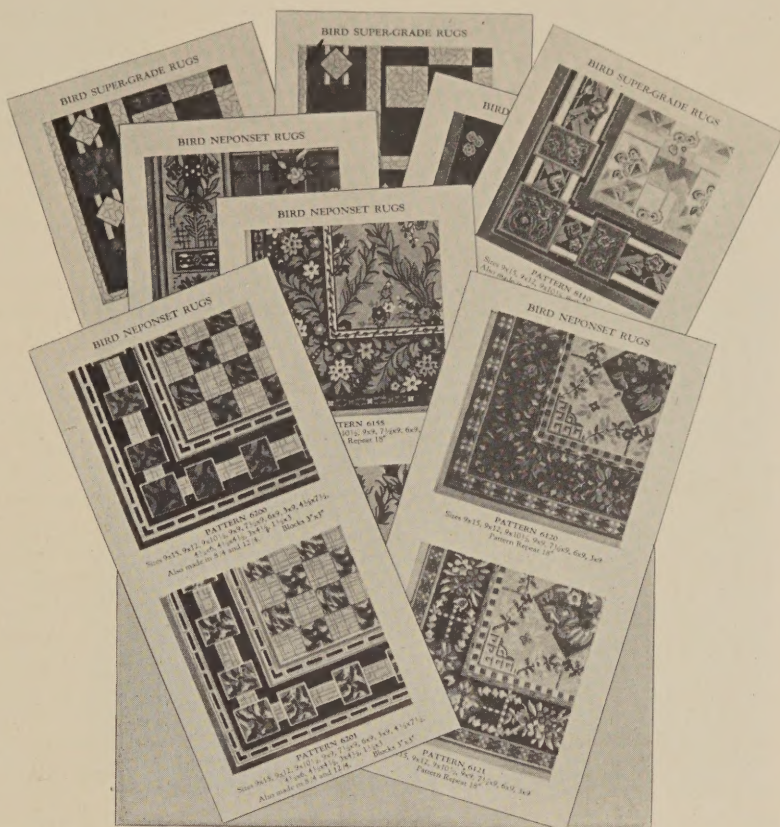
These loose-leaf pages each contain two illustrations two and one quarter inches square and are inserted in a special envelope on which is printed the dealer's name and any other copy he may want.

Like the new wall chart, this piece of advertising brings the actual patterns, in color, before the purchaser and allows him to select exactly the one he wishes. As each pattern is numbered, the buyer can order his choice by number and make certain, even if the order is given over the telephone, of obtaining the color and pattern he is looking for.

In connection with this new consumer literature, we are prepared to offer our dealers the same service as we have given in previous years on the consumer letters. Simply furnish us with a mailing list of customers, or prospective customers,

and we will handle all the details of mailing. All you pay is the postage.

Give this new feature a test. Your customers will appreciate the convenience. You will appreciate the increased sales.



Continued from Page 6

special features and advantages of Bird floor coverings."

We have been selling the Neponset line for a number of years and find it most profitable."

**Kiser's Marvel Furniture Company
Indianapolis, Indiana**

"Please accept our thanks for the use of your window display piece depicting the difference between the old-fashioned brush scrubbing of a floor and the easy method of mopping a Neponset covered floor.

We always had quite a crowd watching the operation of this display in the window and heard numerous comments on how nice it must be to have the floors covered with the class of merchandise we showed in the window. We displayed nothing but Neponset.

The matter of sales during the week is not

worthy of mention as we unfortunately picked the week having the worst weather of the entire year.

Would it be possible for us to use this display again? We are anxious to place it in our window for two weeks during the month of April.

Again thanking you and trusting that we may use the display next month, we remain,

Sincerely yours,

Marvel Furniture Company

By Simeon L. Kiser."

**The May Company
Cleveland, Ohio**

"We have had gratifying success in merchandising the Neponset line. We find that the quality and patterns have consistently remained of the best.

"The margin of profit has been very satisfactory.

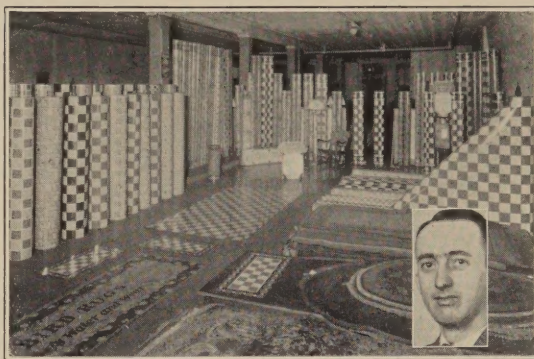
"The last year has been a period of reducing inventories, and in this connection we find your local warehouse has been of great help to us in giving service to our customers and also in displaying a full line."

(Signed) The May Company
R. T. Montgomery

D. Levenson & Sons, Inc.
East Boston, Mass.

"We wish to take the opportunity at this time to express our opinion on the merits of the Bird line of floor coverings and rugs."

"As you know, this line has been handled most successfully by us for the past ten years and we find that it is growing more and more popular



The rug department of the J. F. Walker Company of Knoxville, Tennessee. The insert is of Mr. Wallace Frazier, head of the department. Bird Rugs sell in large numbers from this attractive and wide-awake store



Bird Tile on the floor of the showroom of the International Harvester Company, Brighton, Mass. The color scheme is light and dark mahogany with a black and green border



Window display at Bloch's Furniture Store, Racine, Wisconsin, making use of the new mechanical display. In their letter they say "During the time the display was in, the sidewalk was packed and we showed a very fine increase in sales"

with our customers and ourselves. This fact we attribute to your modern methods of co-operation and service. The 1931 mechanical display was used here last week to great advantage and we have also used your cut outs, charts and other display matter which we think have been a great help in merchandising your line.

"Your 1931 direct by mail advertising appeals to us and no doubt it will to our customers. We plan to circularize our customers in the near future. Please accept our thanks for your whole hearted co-operation in the past and also best wishes for continued success."

(Signed) Wm. D. Levenson

EXCLUSIVE STORES:
The Best Furniture Co., Milwaukee, Wis.
The Best Furniture Co., Chicago, Ill.
The Best Furniture Co., St. Paul, Minn.
The Best Furniture Co., Minneapolis, Minn.
The Best Furniture Co., St. Louis, Mo.
The Best Furniture Co., Kansas City, Mo.
The Best Furniture Co., Omaha, Neb.
The Best Furniture Co., Lincoln, Neb.
The Best Furniture Co., Des Moines, Ia.
The Best Furniture Co., Sioux Falls, S.D.
The Best Furniture Co., Rapid City, S.D.
The Best Furniture Co., Pierre, S.D.
The Best Furniture Co., Bismarck, N.D.
The Best Furniture Co., Fargo, N.D.
The Best Furniture Co., Grand Forks, N.D.
The Best Furniture Co., Minot, N.D.
The Best Furniture Co., Williston, N.D.
The Best Furniture Co., Dickinson, N.D.
The Best Furniture Co., Jamestown, N.D.
The Best Furniture Co., Devils Lake, N.D.
The Best Furniture Co., Grand Rapids, Mich.
The Best Furniture Co., Holland, Mich.
The Best Furniture Co., Spring Lake, Mich.
The Best Furniture Co., East Lake, Mich.
The Best Furniture Co., Warren, Mich.
The Best Furniture Co., St. Clair, Mich.
The Best Furniture Co., St. Ignace, Mich.
The Best Furniture Co., Sault Ste. Marie, Mich.
The Best Furniture Co., Marquette, Mich.
The Best Furniture Co., Escanaba, Mich.
The Best Furniture Co., Iron Mountain, Mich.
The Best Furniture Co., Houghton, Mich.
The Best Furniture Co., Ishpeming, Mich.
The Best Furniture Co., Ontonagon, Mich.
The Best Furniture Co., Alpena, Mich.
The Best Furniture Co., Cheboygan, Mich.
The Best Furniture Co., Charlevoix, Mich.
The Best Furniture Co., Emmet, Mich.
The Best Furniture Co., Benzie, Mich.
The Best Furniture Co., Leelanau, Mich.
The Best Furniture Co., Grand Traverse, Mich.
The Best Furniture Co., Antrim, Mich.
The Best Furniture Co., Charlevoix, Mich.
The Best Furniture Co., Emmet, Mich.
The Best Furniture Co., Benzie, Mich.
The Best Furniture Co., Leelanau, Mich.
The Best Furniture Co., Grand Traverse, Mich.
The Best Furniture Co., Antrim, Mich.

TELEPHONE JACKSON 4182
BLOCH
FURNITURE
413-415 NORTH ST.
RACINE, WIS.

March 24 1931

Bird & Son Sales Corporation
111 North Canal Street
Chicago, Illinois

Gentlemen:-

Under separate cover we are forwarding you photograph of a window display of Bird Neponset Rugs and piece goods, recently installed by your representative, Mr. Jakel.

Allow us at this time to thank you for furnishing us with the attractive displays and kind assistance. During the time the display was in, the sidewalk was packed and we showed a very fine increase in sales. We have handled only Bird's floor covering in our store for a good many years, and are satisfied that it is one line on which any retailer can make a satisfactory margin of profit and always have satisfied customers.

Very truly yours,

W. D. Levenson
BLOCH FURNITURE CO.

MBC

Suppose that we should think of a young man or woman beginning to save at the age of 20, with a view to later independence. If such a person would deposit \$10 a month every month from the age of 20 to 50, the sum would amount to \$6,883.01, with interest at four per cent compounded semi-annually. But if the same person should not begin to save until the age of 30 and then put aside \$20 a month, it would amount to \$7,290.51, at the same rate of interest. Or \$30 a month saved regularly from the age of 40 to 50, would then total \$4,399.04. Although none of these sums could be termed an adequate capital to assure complete independence, such an amount certainly would be a comfortable foundation and might be increased as opportunity offered.

The proof that millions of Americans have achieved independence may be seen from the accumulation of money now in their hands. When the first of the mutual savings banks was established more than 100 years ago, the average citizen of the United States had very little money. It was the purpose of our banks to make possible this state of independence now achieved by so large a number of Americans. Our institutions have almost \$10,000,000,000 belonging to 12,775,000 depositors. The average of their savings is \$740.85.

But the total of savings deposited in banks of every kind amounted to \$28,500,000,000 on January 1st. That sum was more than \$4,000,000,000 greater than the entire national wealth of the country in 1870. Thus the re-investment of American savings serves to carry on the business of the country, so that every dollar saved helps to earn independence for the saver and also does its individual part to develop a greater America.

(The Neponset Credit Union is a "savings bank" of the finest, most reliable kind. The interest rate on savings is $4\frac{1}{2}\%$, and the dividend rate on shares for the last ten years has been 7%. Weekly or monthly deposits can be deducted from your pay checks, and even small deposits of 25 or 50 cents a week are welcome. Don't wait—begin saving today.—The Editor.)



HEALTH NOTES

Spring Tonics

DO you recall the good old days when Mother used to take the sulphur and molasses bottle off the shelf each spring and give the youngsters a good dosing? This was supposedly done as a tonic and as a measure to strengthen the blood which had been depleted during the winter's activities.

But "those days are gone forever," for our best families now realize that the best spring tonics are not contained within bottles of sulphur and molasses.

This idea is not new, for Doctor Oliver Wendell

Holmes, who was Professor of Anatomy at one time at Harvard University, said years ago that the best tonics were fresh air, exercise, sunshine, good food, work, recreation, and rest. Doctor Holmes, you will remember, was also an author, writing that famous series "Autocrat of the Breakfast Table."

Remember that moderation, too, is a very important point. Be moderate in all your taking of these spring tonics, and don't forget to be moderate in your point of view.

—Industrial Health Digest.



W. F. Sline, Salesman, standing in front of the home of Heinn Tomfohrde, 329 Broadway, Somerville. On the house is Bird Art-Bric Siding, with white mortar

Answers to Questions On Page 3

1. The bundles vary in weight from 100 pounds to 1000 pounds, but the average weight is about 750 pounds.
2. About 230 or 240 degrees Fahrenheit, varying slightly according to the amount of pressure.
3. 187 feet.
4. A machine attached to a typewriter for registering the number of strokes made on the machine during the day. The typewriters in the Stenographic Department are equipped with Veeder counters.
5. 26 men, 17 of them on the machine itself, and 9 on the finishing operations.



A good toast for the Finishing Mill would be "Oh WAD some power the giftie gie us,"

Notes From Plants and Offices

MAIN OFFICE AND SALES

<i>Margaret Poff</i>	<i>Sabina Costello</i>	<i>Alice Fales</i>
<i>Alice Clem</i>	<i>Gladys Noddin</i>	<i>Beatrice Severance</i>
<i>Ida Milesky</i>	<i>O. C. Turkington</i>	<i>John Andrews</i>
	<i>Elizabeth Lawson</i>	

Anna Ecklund went to Niagara Falls on an excursion trip over the holiday.

On Easter Monday, April 6th, Margaret Costello of the Stenographic Department and Wallace F. Goodwin were married at St. Catherine's Church, Norwood. Mr. Goodwin is the brother of Edith Goodwin of the Box Sales Department. Congratulations, and best wishes to the couple.

Did any one happen to notice Wesley Ahlgren one bright day not so long ago with his dark glasses? They tell us he stood with a tin cup for three minutes at the information desk, and collected five cents.



Bob Beattie, our new New Hampshire Roofing Salesman, making his first trip through Dixville Notch. You can't see much of Bob in this picture, but he is on the job

On April 1st Marion Tolman made her appearance in a snappy new green Ford Coupe. Pretty nice, we'll say!

Ray White also appeared with a new Ford on the same day.

Chick Campbell announces the arrival of a son, Edwin Harkins, born at the Norwood Hospital, April 14th.

Jessie MacDonald visited in New York over the holiday, and Agnes Foley made a flying trip to New York, Philadelphia, and Washington, D. C.

April Fool's Day will be remembered for quite a while by Ann Mahoney, we understand. She listened for ten minutes, trying to get the drift of some dictation on a blank Dictaphone record. Every one could hear it except herself. We are glad your deafness was only temporary, Ann.

We learn that Mary Stone has taken to the air. She can't help it if she prefers aeroplanes. Mary reports having enjoyed her aeroplane ride (non-stop) very much. Of course, we don't know who Mary's pilot was.

Mr. Copeland has added thirty-seven new varieties to his rose garden at Dedham this spring.

The Boston office had a very pleasant visit from Paul, four-year-old son of J. R. Maraist, one Saturday morning recently.

Bob Abbott is trying to save enough cash to take a trip to New York City. Large contributions gladly received, smaller ones in proportion.

Gertrude Meyer has changed her residence from Common Street, Walpole to the Talbot Apartments, Norwood. We wish her every success in her new undertaking.

Eleanor Whitehead who returned to work only a short time ago is taking a month's vacation in which she hopes to improve her health. We hope this rest will prove beneficial so that she may be able to return to her duties of Telegraph Operator full of "Wim, Wigor and Vitality."

Alice Fales is back at her desk after a long illness, and says she is glad to be "pounding the keys" again.

W. H. Lenigan spent the holiday in New Hampshire and reports the roads in fine condition and spring in the air, although the season is quite two weeks behind Boston.

April seems to be the month for weddings this year. On Saturday, April 4th, Myrtle Mayshaw became the bride of Fred Duncan, athletic coach at Oneida, New York. Fred, who is well known as director of athletics at the Francis William Park for several summers, is the son of Fred Duncan of the Maintenance Department and the brother of Gladys Duncan of the Credit Department. Gladys was bridesmaid at the ceremony which was performed at the Old South Church, Copley Square, Boston.

Harold Murley is the Bird Club's latest full-fledged mechanic. He worked until eleven p. m. on his car the other night. Everything was fine the next day, except that the gas line leaked, and the car wouldn't run.

Ruth Arel has recently become an authority on how to pass milk trucks on a three lane road. Experience is the best teacher, she says.

Stanley Blackmer, often taken for Ronald Colman, has driven his new automobile to Cincinnati, Ohio where he will become the Bird & Son representative in the Cincinnati territory, which has been covered by Mr. Lane for the past 14 years.

Stanley made the trip alone in April, but it is rumored that in June or July he will make the same trip carrying an extra passenger.

Mr. H. B. Lane, our veteran salesman in Ohio, is leaving his old camping grounds for the balmy climate of California. We will miss him and wish him unqualified happiness in his new environment. Undoubtedly he will become a confirmed booster for sunshine and the California climate.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran
Herbert L. Badger
Welthea Smith
Herman Nordstrom
John Maitland

John F. Burke
John H. Maguire
Mary Driscoll
John DeCosta
Mario Boragine

We are glad to see Patrick McNulty back to work again.

The news scoop of the month—Joe Marsh once more takes his "fair weather Stutz" out for another year of wonderful accomplishments. Joe says "They have stopped building automobiles like mine," but what he means is that they stopped them from building any more like his.

Quite a number of the boys from the Main Mill were present at the Dutch feed the Norwood Sportsmen's Club put on recently.

We are all wondering why it is that Walter Bisdneck of No. 5 Machine always goes alone when he goes to the movies.

Ralph Wilkins attended the Braves ball game on the afternoon of April 20th, and reports a good game of ball.

Clarence Bergstrom spent the holiday and weekend down on the Cape with friends, visiting Plymouth and near by towns.

Jim Schuller, one of the Bird & Son Soccer players, is back on No. 5 machine again.

Peter Rucstalis is pinch-hitting at No. 2 Box Shop.

Frank Phillips is in the market for a new pair of glasses. What became of your old pair, Frank?

Jack Seastrand has a young daughter at home, born last February, so he says he has no need for a radio yet.

EXTRA! BASEBALL

At a meeting held in the Brigade Room on Thursday, April 30, Howard White was elected Manager of the Bird & Son Baseball Team for the 1931 season, and Paul M. Hunt of the Purchasing Dept. was elected Business Manager. Next months Review will give full particulars about the season.

According to all reports, the clams down at Hummarock Beach have pulled in their necks, as Keddy and Clark didn't get many when they went down last month. The clams probably saw them coming!

Halburton Dobbins, we notice, likes to have a lady on either side of him, while attending "Ladies' Night" of the Bird Club. Bill Quinn was one of the lucky ones on the first day of the trout season. He got four the first day.

John Dixon, who used to work summers in our Finishing Mill and lend strong support to the baseball team, appeared in his first boxing bout at the Boston Arena on the night of April 14th. His opponent was Jack Maher, and Johnny had him knocked out cold in the first round.

Walpole and Norwood papers recently told about Miss Margaret Ruth DeRoma of Walpole passing her examinations for admittance to the Massachusetts bar. She is only 22 years old, and was one of 199 successful contestants out of a class of 746. Bird workers will recall that she used to work summers in our Finishing Mill and Box Shops.

David Regan reports a good catch of trout on April 15th. Four of them were over 11 inches. This may be one of Dave's fish stories. By the way, we notice that lone light in Dave's cellar is still on every night.

Michael Cronin is the happy father of a 10-pound daughter born at home the week of April 20th.

Phillipsdale, R. I., Mill

Rexford H. Salisbury
David S. Lowry

John H. Nolan
Leslie E. Howard

Les Howard has again been elected first lieutenant of the Massasoit Fire Company in Warren.

Jimmie Blessing's automobile was completely wrecked when he came out second best in an accident in Bristol. Fortunately none of the occupants of Jimmie's car were seriously injured.

William Andrew's car was also wrecked but he blames this on his willingness to let his friends use it.

Ted Maddern and Jack Mello are talking turkeys most of the time. In fact, we heard that one of Ted's turkeys died recently whereupon his family had a Thanksgiving dinner out of season.

We had quite a write-up on our bowling team but after what happened when they met the Roofing team at Norwood perhaps the less said the better. We admit that we are not there with candle pins. At any rate we had the opportunity of stopping at Wightman's and watching George Hawley pass up an oyster stew.

Ed Vatcher is becoming quite a truck gardener and we suppose before long he will be selling fresh vegetables.

Speaking of selling vegetables, Frank Moreiro has become the big egg man of the mill. He will even deliver them for you.

While we are talking about salesmen we have heard that Gibb has some quality (?) oil for sale.

Two of our boilers are being rebuilt and retubed.

Helge Holter has now come of age having successfully passed through a siege of mumps.



Teodori Michienzie, Captain of the Roofing Machines Team, holding the trophy awarded to his champion team by Adamski's Alleys, South Norwood. The inscription on the trophy reads, "Bird & Son, Inc. Bowling League, 1930-31. Winning Team, Roofing Machines"

BOX FACTORIES

East Walpole, Mass.

No. 1 Box Shop

Edward Gronroos
Herbert Lewis

Charles H. Mutch

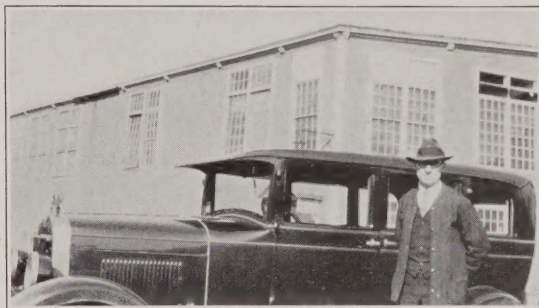
Ralph Watson
Ralph Farris

Joseph Thomas tells one and it's not a fish story. He says he saw a snake last week end on the Cape road, 14 feet long. Some snake, we'll say, Joe. What brand do you use? We are sure it is not ginger ale.

Peter Folan has painted and overhauled his Ford truck and says he is all ready for summer parties.

Jack Muse still thinks he can play ball. He is going to pitch for the Main Mill, they tell us.

Also, Jack Muse and Tony Feeney have started off their golf season very well, with Jack 26 and Tony 28 in 9. We must say that they both look like Bobby Jones himself in their knicker outfits.



Rex Salisbury of Phillipsdale, and his new Elcar

Arthur Colburn recently took a trip to Maine via truck and announced that there is still room for improvement on Maine roads. For several days after his return, Arthur ate his meals off the mantelpiece.

Al Kendall has a new pair of cheaters and eye trouble is now a thing of the past.

A play in one act.

Dramatis Personae: Red Curran, Sam Hunter.

Scene: Box Shop Sample Department.

Curtain rises, discovering Red at the telephone, talking to Sales. Enter Sam. SAM—Say, you blank blank blank, where's that box you were gonna make for me?

RED—What's that, Mrs. Kelly? Oh, that was Sam Hunter, a Scotchman; he knows no better!

CURTAIN.

Joe Keefe is trying to discover the meaning of a phrase someone told him was French. Miss Pare expressed total ignorance when he asked her. Why don't you try it out on Maurice Chevalier next time you lunch with him, Joe?

Harry Tower spent the wonderful weekend of the nineteenth on two fishing trips. But the really big news would be that Harry did not go fishing at all. We never expect to be able to print that till he is paralyzed, and even then, there are wheel-chairs.

No. 2 Box Shop

Edward Scanlon
Catherine Brady

Frank Eisenhaur

Christine Sherer
Anna Duffy

Ambrose Fitzpatrick and Frank Hartig of the office have gone in big for Fords. Their theme song now is "I'm in the market for you."

Frank got his Ford on April 18th, and on April 21st he took the door off the garage trying to back it out. It is a good thing that Frank's father is a carpenter! Frank says he is going to try backing out now without opening the doors at all.

Fitzy is getting his car (Chevrolet owners please note we said "car") on May 1st, and he says he isn't stopping for any

more red lights. His other car got rammed only 3 times.

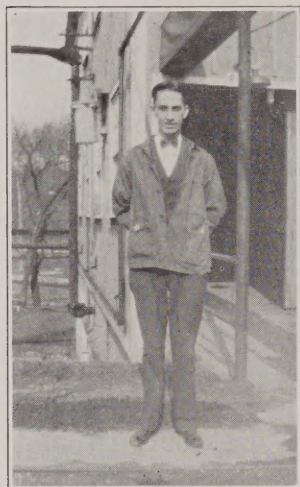
One of those times he thought it was raining Fords. He stopped to enjoy a cigarette while waiting for the light to change, and all of a sudden there was a crash, a car shot by on his right and several more piled up in back. Fitzzy says they were coming so thick and fast it was lucky he had his top up, or they might have struck from above too.

Any one interested in learning embroidery is invited to consult Anna Duffy any noon time.

We welcome Eleanor McCready and Margaret Wallace into the Printing Department and wish them success in their new work. Note: those looking for information about the new workers in this department are respectfully requested to make all future inquiries at the Labor Bureau.

We were sorry to hear that Anna Poznec was struck by an automobile and hurt quite seriously. She is at the Norwood Hospital, and we hope will recover quickly.

The Box Shop is beginning to look more like a fashion shop every day. Anna Duffy and Ethel Havey are sporting the latest in spring wearing apparel. They both refuse to tell us where the fire sale was. We know what Annie's reason is for dolling up, but Ethel still has us guessing.



Just married—Warren Kumblad of the Roofing Laboratory, who married Miss Rosamond Carlson of Brockton on May 1st

ROOFING MILLS AND OFFICE Norwood, Mass., Mill

*Charles Savage
John White*

Charles Seavey

*Charles Watson
Edward Hiller*

Warren Kumblad of the Roofing Laboratory and Rosamond Carlson, stenographer and bookkeeper at Clinton's Garage were married on May 1st. Warren was tendered a sendoff both at the Laboratory and the Mill Office. Mr. and Mrs. Kumblad will live at Winslow Avenue, Norwood.

John Pratt, electrician, is in the market for a new Ford Roadster.

Stanley Phillips recently invested in a "Lincoln four." He reports that when he went to be examined for a license, the state representative made him drive so fast that he broke a front spring which he replaced himself in 10 hours, 59 minutes, and 17 $\frac{3}{4}$ seconds.

Ralph Clifford spent the holiday touring the country camps and beaches for a vacation spot.

Paul DeLararo is the proud father of a 9-pound boy. Robert was born in Dedham, April 10th. Can he bowl yet, Paul?

The relocation of a service pole and the rebuilding of a grass plot has greatly improved the appearance of our yard, and removed a menace to cars backing out of the garage.

Elmer Ecklund and Billy Sebel spent the holiday fishing for herring at Centerville on the Cape. Reports say they came back loaded—the question is, "With what?"

Julian Smith has recently moved from East Walpole to Norwood.

Raymond Call is mighty proud of his new shingled roof. He says this Neponset Slate Blende is a corker.

Frank Mori got acquainted with the tractor last week, when Bill Carr went to Natick to attend the funeral of a friend.

The new Rack on No. 5 machine is now complete, and seems to be working out fine.

Paul Sansone has purchased a two-family house at 33 Charles Street, Hyde Park.

William Bothwell has recently returned from helping the new roofing warehouse in Jersey City start out on the right foot.

Three of our employees have been naturalized recently: John Korsum, Shipping; Domenic Cisternelli and Teodori Michienzie, both of the Machines Department.

Guido Fabiani and Joseph Muscawicz are both proud fathers of baby boys born during the month at their homes.

Patsy Alberico, Rudolph DiMichele and Sam DiFlaminies all went clamming recently.

The old saying "The third time never fails" worked out fine for Ted Michienzie on trying out for his license on a gear shift car. Three times he had to try before he succeeded. Better watch the stop signs, Ted.

Marco Michienzie is still on the sick list.

Business must be better. John Faulkner is sporting an Essex coupe, and John Hurley has replaced his Pontiac with a newer one.

We extend our sympathy to Howard Everett in the death of his father, Mr. Charles W. Everett, which occurred on Sunday morning, April 12th. For more than 30 years Mr. Everett was himself a member of the Bird & Son organization, working in the paper mills.

Chicago Mill and Office

C. J. Perrizo

John Matcha

Dell F. Lydon

Mr. Wilson has made several trips lately in the Michigan, Minnesota and Missouri territories. Mr. Schreen also visited Michigan.

A. Alexander has been seriously ill with pneumonia, but we are glad to hear he has recovered and is expected back at work next week.

Miss Myrtle Breback is working permanently in the Accounting Department now doing the work formerly done by Miss Hausherr. Miss Hausherr has been transferred to the Credit Department.

Miss Elsie Berndt is doing some temporary work in the Advertising Department.

Gordon Wikelund and Eric Gach officially opened the tennis season this week. The score was 6-1, 6-2.

In our last issue we neglected to announce that Elmer Jansen is the proud daddy of a baby girl born March 20th.

Mr. Hird has just returned from a trip through several of the Southern territories.



Antonio Antonelli of the Flooring Paint Room, celebrating his forty-fifth birthday. Can you count the candles?—and can you guess the contents of the pitcher?

A surprise farewell party consisting of luncheon and bridge was given in honor of Miss Amerman by the girls of the office at the Medinah Athletic Club on Saturday afternoon, April 25th. She was also presented with a table lamp as a gift from the entire office.

Mr. Perrizo attended the annual Home Show at Muskegon, Mich., where our good friend L. L. Williams had a mighty fine exhibit of Bird Products.

FLOORING PLANT AND OFFICE

Norwood, Mass., Plant

Lloyd Smith

Tom Rogers

Kaino Paajanen

Lester Evans

Lawrence Gammell

Signs of prosperity: Arthur Wise has purchased a new Willys Six Sedan. Ralph Hildreth and Joe Long new Ford Sport Roadsters; Clarence Phillips has also bought a Ford Roadster, not new but a lot better than the old Chevrolet.

We are sorry to report that Michael Shergals has been ill with a lame back, but we hope to see him back at work soon.

Ralph Nutter made a flying trip to Pittsfield, N. H., over the 19th, in his Studebaker and reports a very nice time.

Sam Steele, Ralph Hildreth, and Victor Grant have taken up golf. Vic and Ralph may be seen any Sunday morning in Francis William Park practicing those long drives, and Sam is a regular customer of the Wampatuck Country Club in Canton. No records have been broken yet.

We don't know whether it is cause for weeping or rejoicing, but the Maintenance Department of the Flooring Plant is all married men now. The last two victims succumbed in April; John Macchi was married on the 18th to a girl whose name we can not discover, and Carl Gustafson took the leap on the 27th, taking as his bride Miss Nellie Frances Peavey of Norwood.

Lauri Palonen says he would have won the recent Marathon, only he expected to work the next day, and didn't want to tire himself too much.

If Larry Gammell wants to carry four in a seat, he should stay away from Sharon, as the cops over there don't seem to like him.

Anyone having trouble with his Bridge game should get in touch with Arthur Bent or Bill Wosner of No. 3 machine. They guarantee to solve any problems.

Nelson Phillips is building a new house on Common Street, Walpole.

Arthur Wise became the proud father of a baby girl born at the Norwood Hospital, March 18th. Congratulations, Art!

Gus Hagman can't be any better than the rest of us. It seems he can get pinched too. Don't pass any more trucks, Gus.

Still more signs of the relieving of the business depression are to be found in these recent purchases: Gus Hagman and Tony DiFalco have acquired new Chevrolet Sedans, Guptill Fillmore has a new Willys; Frank and Marion Kissel each have a new roadster, Frank's being a Pontiac, and Marion's the inevitable Ford.

Incidentally, people in East Walpole can sleep easy now—Frank Kissel has sold his motorcycle.

We extend our deepest sympathy to Hugo Salamaa in his recent bereavement.

Harold Hale spent the holiday in St. Johnsbury, Vermont.

Elmer Noddin has returned to work after a prolonged illness and is in much better health. It's good to see him back.

Francis Sheehan plans to put side boards on his roadster, so as to accommodate the passengers he is required to carry when working nights.

Roy Young has joined the ranks of the benedicts. He was seen driving through Norwood on April 18th with a "Just Married" Sign on the front of his car. The bride was Miss Eileen Maude Parker of Canton.

Peter Alexander has at last invested in an automobile. Yes sir, Pete is the proud owner of a second-hand Essex coupe.

Charlie Davenport has been heard on numerous occasions to declare that what the Trucking Department needs is a stenographer. Charlie is one of those gentlemen who prefer blondes. Bartley Curran has seconded the motion, but has not drawn the line at blondes.



Robert Calvin Gach, 17 months old son of Eric Gach, Chicago.

CHICAGO OFFICE

V. D. Szukalla

Gladys L. Davis

On April 13th Mr. Westcott returned to the office. He seemed happy to be back, in spite of the fact that Hollywood is such a pleasant place. We were glad to have him back and looking so well.

Have you heard about our little baby Bird? Her name is Virginia B. Howells and was born on April 10th to Mr. and Mrs. T. J. Howells. We expect some interesting debates between Papa Howells and Papa Hindmarsh on whose baby is the best. Bert claims Joanne can play jacks, cook and speak four languages. Come on, Tom, tell Bert what Virginia can do.

Tom proved his enthusiasm of being a "Papa" by treating the office to a five-pound box of candy and the men to tins of cigarettes.

And speaking of treats, we have had quite a few of them recently:

I. Bill Dunn wanted to show his appreciation of the office co-operation, so we got a box of candy as a result. Houdini couldn't have made it disappear any faster than it did, Bill.

II. Ida's cake "hit the spot" too. We won't be a bit angry if you bring another soon, "Mitch." (Editor's note: Although it is our turn to make a cake for office distribution, the community is far better off if we don't. We do make the dandiest anchors.)

III. And Alice's cakes! We wish you would arrange to have birthdays more often, for we certainly enjoyed your gems.

Although our visiting list this month hasn't been as large as usual, we were pleased to see Bill Dunn, Gordon Wiklund (76th Street) Priscilla Westcott and Kathryn Senteff. We almost got to see Ernie Smith, but he arrived after office hours.

We were also glad to have Mr. W. B. Rogers, Jr. and Mr. H. B. Lane of East Walpole spend a short time with us, and hope to have the pleasure of seeing them again soon.

Cliff Hodes is getting to be quite a globe-trotter, for he is now in South Bend, Indiana, after having just returned from assisting in the Minnesota territory. All reports are in your favor, Cliff,—keep up the good work.

Mr. Jakel tells us of a case in his territory where a customer of one of his accounts is still using a piece of Neponset floor covering purchased fifteen years ago. It is still in good condition. Because of the great satisfaction she obtained from this material, she again purchased Neponset.

LIBRARY NOTES

MANY of us find one of our greatest recreations in books. Without having acquired the power of reading for pleasure we are lacking a resource which is a substitute for human companionship. Our book friends are always restful, never contentious, may be called upon and laid aside at will, and can be chosen to suit our moods. New Books:

Non-fiction:

Lives of a Bengal Lancer: the travel diary of a philosopher. Major Yeats has a faculty of making his readers almost witness what he describes whether a polo match, a boar hunt, or his world war experiences.

Four Square: Dr. Oliver, of an old New England family has had a diversified career. Beginning life as an Episcopalian clergyman, he later prepared to enter the Roman Catholic priesthood, but relinquished this idea in order to study for the medical profession. In 1914 he became a medical officer in the Austrian army. On his return to America he took his degree at John Hopkins University where he has a post, as well as at the University of Maryland. He has again taken up some of his duties as clergyman and still finds time for some literary work. He is an authority on criminology, for which he has a wide reputation. Much of this book is devoted to this subject, as well as to mental diseases in which he has made a deep study.

Down the Tiber and Up to Rome—Eberlein. The adventures of three young men who journeyed down the Tiber in a small rubber canoe covering nearly 200 miles to Rome. In their course they shot rapids when necessary, but in general travelled very leisurely to better study the interesting country on the borders of the celebrated river.

Roosevelt: the story of a friendship of twenty years. Owen Wister writes of his personal relations from their college years to the close of Roosevelt's life, but includes much of historic interest.

Fiction:

Missing Masterpiece
Secret of the Creek
Deepening Stream
Faulkner of the Island Seas
Yorkshire Murder
Through the Eyes of the Judge
Days of her Life
Water
Painters of Dreams

Belloc
Bridges
Canfield
Curwood
Fletcher
Grame
Irwin
Mitchell
Payne



R. W. Westcott, Western Sales Manager, the envy of the entire Bird & Son organization, convalescing from an appendicitis operation in the depressing (?) atmosphere of Hollywood

White Fawn
Coonardoo
Whispering Pines
Journey's End
Ringer Returns
Silver Key
Autocracy of Mr. Parham

Prouty
Prichard
Sears
Sheriff
Wallace
Wallace
Wells

BIRD CLUB ENTERTAINMENT

LADIES' Night of the Bird Club, held on April 21st in Bird Hall, was a very enjoyable evening of variety entertainment from the Baker Entertainment Bureau. The large audience showed their appreciation by repeated and enthusiastic applause.

Peter Murray, as Master of Ceremonies introduced the various acts, and himself gave a Down East character sketch, impersonating the garrulous Cyrus Perkins.

Pietro Mordelia with his two daughters, Rita and Flora, entertained with accordion trios and solos, readings, and songs. All three are very talented. The most popular selections were the "Poet and Peasant Overture," and the popular numbers in which the audience joined in singing and whistling.

Ethel St. Claire, an acrobatic dancer already popular with East Walpole audiences, offered several new numbers, in which she was ably accompanied by Sara Miller, pianist. Miss Miller also played for Mr. Murray.

The big act of the evening was the Black and White Entertainers. Two black-face comedians, a pianist, and a soprano soloist kept up a lively line of jokes and songs for more than an hour. Plenty of local celebrities heard their names mentioned over the footlights, and everybody found plenty to laugh at. The "Scotch" part of the program, in which one of the men impersonated "Harry Lauder on a dark night" was especially funny.

The committee in charge from the Sales Department was as follows: E. R. Clark, Chairman, Arthur Wilson, H. G. Johnson, and O. C. Turkington.

NEW TRAFFIC SIGNAL

"Didn't you see me stick out my hand?" snapped the woman to the man who had just bumped into her new car.

"No, I didn't, Miss."

"Well, if it'd been my leg you'd have seen it," she replied and drove away.

USELESS EXPENDITURE

"Before we were married, Henry," said the young wife reproachfully, "you always gave me the most beautiful gifts. Do you remember?"

"Sure," replied Henry cheerfully, "but, my dear, did you ever hear of a fisherman feeding bait to a fish after he had caught it?"

A SALESMAN WITH AN ENVIABLE RECORD

MR. C. E. WHITEFORD of Watertown, New York, has recently completed an enviable record for any salesman, a record in service and success. He has just wound up his 29th year with Rathbun & Company, Bird & Son dealers in Utica. During 25 of the 29 years Mr. Whiteford



Mr. C. E. Whiteford of Rathbun & Co., Utica, New York, who has made an enviable sales record over a period of twenty-five years

has held first place both for volume of sales and for the sales of profitable items.

Rathbun & Company have been actively merchandising Bird Flooring Products since June, 1925, and have been most successful in their distribution.

Mr. Whiteford writes that he looks forward to 1931 with confidence and enthusiasm. We take pleasure in congratulating him on his unusual record and wishing him many more years of success.

VETERAN'S SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during the month, and of those who complete twenty or more years' service during May:

		Years
John H. Smith	5-14-1878	Maintenance 53
Fannie Murphy	5- 1-1886	Box Shop 45
Annette Blaney	5-17-1897	Librarian 34
Albert Erickson	5- 1-1899	Flooring Plant 32
Harry L. Tower	5-12-1901	Box Shop 30
John Kirby	5-16-1903	Finishing Mill 38
Michael J. Mohan	5- 7-1907	Roofing Plant 24
Patrick Reardon	5- 7-1907	Roofing Plant 24
Paul Krucas	5-20-1907	Roofing Plant 24
Albion Gottberg	5-16-1908	Maintenance 23
Herman Naukheim	5- 1-1909	Flooring Plant 22
Frank R. Meyer	5-24-1909	Box Shop 22
Elmer Jordan	5-25-1909	Roofing Plant 22
Matejs Minkevici	5- 4-1910	Box Shop 21
Patsy Sansone	5- 4-1910	Flooring Plant 21
David Regan, Sr.	5- 1-1911	Maintenance 20
John Ruskis	5-13-1911	Roofing Plant 20
Adolf Guttock	5-31-1911	Box Shop 20
Michael Connors	5- 1-1916	Paper Mill 15
Lorenzi Galazzi	5- 1-1916	Roofing Plant 15
James Lasky	5- 9-1916	Box Shop 15
Michael Novick	5-16-1916	Paper Mill 15
James Donohue	5-18-1916	Maintenance 15
Margaret T. Bean	5-12-1921	Roofing Sales 10
Tony Salamaa	5-23-1921	Flooring Plant 10
B. H. Bailey	5-31-1921	Flooring Plant 10
Mary Fallon	5- 1-1926	Main Office 5
Joe Giampa	5- 6-1926	Roofing Plant 5
Frank Mazzocca	5-14-1926	Roofing Plant 5
John Folan	5-14-1926	Roofing Plant 5
Paul Weta	5-14-1926	Box Shop 5
Ben Samski	5-18-1926	Roofing Plant 5
Deeb Esber	5-18-1926	Roofing Plant 5
Antonio Lacivita	5-19-1926	Roofing Plant 5
John Pratt	5-21-1926	Roofing Plant 5
Genevieve Pare	5-27-1926	Box Shop 5
Catherine Broderick	5-27-1926	Main Office 5

Phillipsdale Plant

Charles Denny	5- 1-1916	15
Thomas Wynne	5-25-1926	5

Chicago Sales Corporation

Virginia Szukalla	5-21-1926	5
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Chicago Roofing Plant

Viola Rice	5-11-1926	5
Clemens Reithofer	5-21-1926	5

The Bird Tile Floor installed last month at Haney's Drug Store, Walpole, Mass. Mr. Haney, owner of the establishment stands behind the soda fountain. The cleanliness and beauty of the marble Tile effect add much to the attractiveness of this new store.



Visitors at Our Plants During April East Walpole and Norwood Mills

Mr. Armin Elmendorf, Vice-President, The Flexwood Company, Chicago.

W. H. Maclaren, Allen Building Trust Co., Boston.

Leon and J. Coti, Littleton, Mass.

E. A. Vardal, P. T. Durrell, Roland Bezanson, Herbert Drew, and A. P. Mason of Lowell, Mass.

Joseph H. Riley and Clarence J. Connell, Tyngsboro, Mass.

Joshua Machon and Burpee S. Wetmore, North Chelmsford, Mass.

William W. Clement, West Chelmsford, Mass.

M. Boulter and William McDonald, Chelmsford, Mass.

Edmund J. De La Haye, Forge Village, Mass.

William W. Wyman, Graniteville, Mass.

Mr. Crofut of Hatch & Bailey Lumber Co., South Norwalk, Conn.

Messrs. Gallup and Hope, Sayles Finishing Co., Saylesville, R. I.

Mr. Freeman Evans, Evans Mill Supply Co., Boston.

Chicago Roofing Mill

Mr. Martin, Bruno Martin Company, one of our Michigan dealers.

Messrs. Frey, Frey Brothers Lbr. Co., Michigan City, Indiana.

Mr. Klockzeim, Mr. Bellfus, and Mr. Gilson of the Oak Lawn Roofing & Siding Company, Oak Lawn, Illinois.

Mr. Moser, Moser Roofing Company, Chicago, Ill.

Roofing Machines Team Wins and Loses

BOWLING with candle pins at the Russell Alleys in Norwood, the Roofing Machines Team took four points away from the Phillipsdale boys on the night of April 10th.

The Roofing men, put somewhat off their stride in the match at East Providence by bowling with duck pins, came into their own on the return match and won the total pin fall by 173 pins.

To decide which team should be declared the champions, the scores and total pin falls of both matches were used. The results were as follows:

Roofing Machines Team—5 points. 2891 Total Pin Fall.

Phillipsdale—3 points. 2760 Total Pin Fall.

Phillipsdale put up a good fight, and made the Roofing bowlers work hard for their points. Both matches caused considerable interest and we have a strong feeling that these will not be the last times the two teams will meet.

Next year we look forward to more interesting matches. Meanwhile, congratulations to the Roofing Team, and wishes for better luck next year to Phillipsdale.

Conduit Turns the Tables

We have a sad thing to report, on this same page, but the truth must be known sooner or later, so we tell it here. The famous Roofing Bowlers have lost again, in their most recent match.

On Tuesday, April 28, at Adamski's Alleys they met their equals in an extra strong team from the Conduit Electric Company of Hyde Park. The final score in game was Conduit 3, Roofing Machines 1. The Conduit aggregation rolled up the impressive three-string team total of 1512, against the Roofing men's best effort of 1445.

The first string was lost by Bird & Son by 36 pins, but the boys woke up in the second string, all five of them bowling over 100. They took this by 58 pins, but in the last string they weakened again, and gave Conduit the lead by 89 pins.

A return match will be played at Hyde Park on Wednesday, May 6th. Whichever way it turns out, it should be a good one to watch. The same five men will bowl: Paul DeLairarro, Thomas Smith, Samuel DiFlaminies, Teodori Michienzie and Alex Alexandrino.

CARD OF THANKS

I wish to express my sincere thanks to my friends for their flowers and their kind remembrances during my recent stay at the Norwood Hospital.

Berta Kugel.



General Sales Convention of the Building Products Limited, Canada,
held at the Mount Royal Hotel, Montreal, on March 5th and 6th



BIRD PRODUCTS



Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt
American Double Twins
Super Twins (Thick Butt)

American Twins Thick Butt
Hex-Twins
Giant Individuals

NEPONSET Double Twins
Lock-Butt
Individuals
Custom Built Shingles

BIRD Roll Roofing

Paroid
American Ready

Art-Craft

Shingle Design
Old Reliable

Slate Surfaced
Universal

BIRD Building Papers

NEPONSET Black

Saturated and Coated

American

Economy

Refrigerator Insulating

Paper Mulch

BIRD Wall Board

NEPONSET Board, Cream White

American Board

BIRD Specialties

Asphalt Felt

Paroid Built-up Roof

BIRD Deadening Felt

Plastic Cement

Roof Coating

BIRD Insulating Board

Art-Bric Siding

Flooring Division

BIRD Rugs

BIRD Floor Coverings

BIRD Tile Flooring

BIRD Rug Border

BIRD Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases

BIRD Shoe Cartons

NEPONSET Waterproof Paper Flower Pots

Tack and Screw Boxes

Flower Pot Covers

Special Paper Division

Standard Pressboard

Rocket and Torch Paper

Dry and Waterproof Felt Papers for Special Purposes

BIRD & SON, inc.

Established 1795

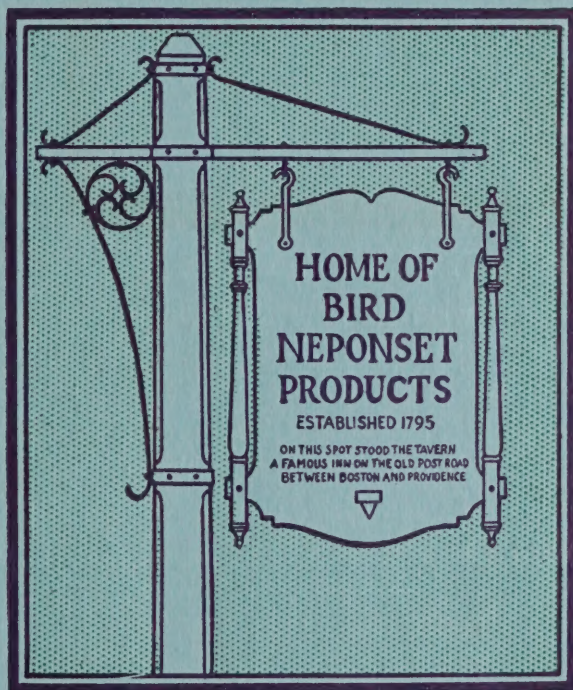
EAST WALPOLE, MASS.



{List of Bird Products on Inside Back Cover}

BIRD'S *Neponset* REVIEW

Planned and Edited by Employees of
BIRD & SON
INCORPORATED
East Walpole, Mass.



VOL. XIX NO. 6

JUNE 1931



Established 1795

BIRD & SON

(incorporated)



East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.
Phillipsdale, R. I.

Box Factories
East Walpole, Mass.

Flooring Plant
Norwood, Mass.

Roofing Plant
Norwood, Mass.
Chicago, Ill.

Officers

President, **PHILIP R. ALLEN**
Vice-President, **GEORGE R. WYMAN**

Vice-President, **ELMER H. BARTLETT**
Sec. and Treas., **AXEL H. ANDERSON**

Directors

PHILIP R. ALLEN
AXEL H. ANDERSON
ELMER H. BARTLETT

CHARLES S. BIRD, JR.
GEORGE D. DUTTON
GEORGE C. LEE

JOHN R. MACOMBER
HOWLAND TWOMBLY
GEORGE R. WYMAN

SALES

Paper Sales Division
Vice-Pres. and Mgr.
E. H. BARTLETT

Roofing Sales Division
Manager, **P. H. BAILEY**
Eastern Mgr., **W. E. HALE**
Southern Mgr., **A. D. KILHAM**

Box Sales Division
Manager, **C. H. ANDREWS**

EXECUTIVE

Asst. to Pres., **R. C. FLOYD**
Treasurer and Comptroller,
A. H. ANDERSON
Asst. Treas. and Credits, **D. E. MERRILL**
Asst. Treas., **H. E. DAVENPORT**
Auditor, **W. C. AHLGREN**
Purchasing and Traffic, **A. H. RUSSELL**
Assistant, **M. J. HAWKINS**
Labor Bureau Manager, **B. D. ROGERS**

Research

Director of Research, **G. R. WYMAN**
Assistant, **E. M. LINES**
Chief Paper Div., **E. L. CONNOLLY**
Chief Flooring Div., **J. E. GRAHAM**
Chief Box Div., **J. B. MAGUIRE**

MANUFACTURING

Vice-Pres. and Mfg. Mgr., **G. R. WYMAN**
Staff Engineer, **B. H. ROBERTS**
Manufacturing Staff, **P. N. HILLS**
Gen. Supt., **E. Walpole, C. W. CONRAD**
Supt. Paper Div., **R. A. WILKINS**
Supt. No. 1 Box Factory, **R. L. TUPPER**
Supt. No. 2 Box Factory, **W. S. JACKSON**
Supt. Felt Div., **T. G. HENDERSON**
Supt. Flooring Div., **R. M. WIGHT**
Supt. Norwood Rfg. Div., **E. L. CHAMBERLAIN**

WESTERN ROOFING DIVISION

Sales Manager, **W. W. WILSON**

Manager, **F. H. HIRD**

Superintendent, **J. G. YOUNG**

Branch Offices

Boston, New York, Chicago

Warehouses

EAST WALPOLE, MASS., NORWOOD, MASS., CHICAGO, BROCKTON, MASS.

FLOORING SALES DIVISION

Bird and Son Sales Corporation

President **P. R. ALLEN**

Vice-President and Sales Manager, **H. E. SAWYER, JR.**
Sec. and Treas., **A. H. ANDERSON**

Eastern Mgr., **W. B. ROGERS, JR.**

Western Mgr., **R. W. WESTCOTT**

Branch Offices

Boston, New York, Chicago

Warehouses

**ATLANTA, BALTIMORE, BIRMINGHAM, BROOKLYN, CAMDEN, CHICAGO, CINCINNATI, CLEVELAND, DALLAS, DAVENPORT,
DENVER, DETROIT, EAST WALPOLE, GRAND RAPIDS, HOUSTON, INDIANAPOLIS, KANSAS CITY, LOS ANGELES,
MEMPHIS, MILWAUKEE, NEW ORLEANS, OKLAHOMA CITY, PITTSBURGH, PORTLAND, OREGON,
RICHMOND, SAN FRANCISCO, ST. LOUIS, ST. PAUL, SEATTLE, SIOUX CITY**

Number _____
(Do not fill in)

VACATION PICTURE CONTEST ENTRY BLANK

Date _____

Name _____

Department _____

Submit one of these blanks with every group of pictures you send in. Do not put any writing on the pictures you send in. Just sign your name on this slip, and enclose it with the pictures.

BIRD'S NEPONSET REVIEW

Vol. XIX

June 1931

No. 6

SAVINGS BANK LIFE INSURANCE

FIELD SECRETARY FOR THE STATE NOW HERE TO ADVISE AND HELP YOU



Mr. T. Talmage Grady makes the mill his office. Here he is, explaining Savings Bank Life Insurance to Henry Treen from a desk in the Finishing Mill office

ONE and one quarter million dollars—that is a large sum of money, but all that wealth, and more, is represented in Massachusetts Savings Bank Life Insurance policies now held by Bird & Son workers.

Three years ago, in the summer of 1928, Mr. T. Talmage Grady, Field Secretary for Massachusetts Savings Bank Life Insurance, made his first visit to our East Walpole and Norwood

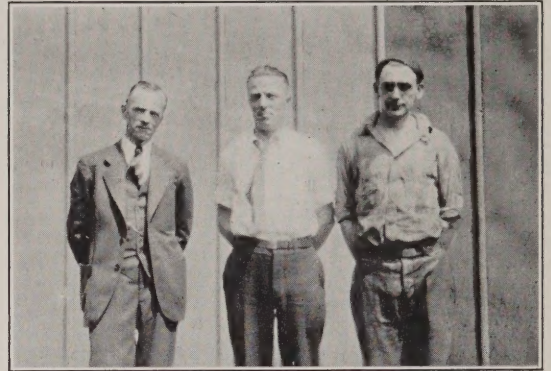
plants, writing up more than a million dollars worth of insurance at that time. Since 1928 numerous other Bird & Son workers, hearing of this insurance, have voluntarily made application for it through the Credit Union office. Mr. Grady is now here on his second visit, during the months of May and June, visiting each department in the mill, and giving every man the opportunity to meet him, ask questions, and learn

SOME BIRD & SON POLICY-HOLDERS

These men hold policies in Massachusetts Savings Bank Life Insurance. They have protected their families. Have you?



Roofing Mill, Arthur McKenna, Richard Stoddard, Herbert Jepson, George Smith



Flooring Plant, Stuart Nickerson, Nils Lindequist, Roland Forbes.



Main Mill and Box Shops John Linnehan, Curtis Boyden, Herbert Lewis, George Murray.



as much as possible about insurance and what it can do for him. During this past month, Mr. Grady has already written over \$200,000 of new insurance.

Savings Bank Life Insurance is fully endorsed by Bird & Son, and it is at the company's invitation that Mr. Grady is making his present visit through the mills.

First of all, Savings Bank Life Insurance is safe—just as safe as any insurance on the market, or as any money deposited in a savings bank. It does not require large armies of salesmen to sell it; it is sold "over the counter," and nobody receives any commission for the sale. All the expenses of running the business are kept at a minimum, and the earnings can to a large extent be turned back to the purchasers of the policies in the form of larger dividends.

It is less expensive than any other insurance to buy. Roughly speaking, the premiums you pay for it are about 25 per cent less than you would pay to regular life insurance companies, and about

50 per cent cheaper than those you pay to agents who sell industrial insurance and call to collect the premiums each week.

Recently, some very interesting investigations have been made in regard to insurance costs among our own employees. Some startling facts were brought to light. One man was carrying 21 policies on his children, his wife, and himself and representing only \$1840.00 worth of insurance, and costing him \$119.60 each year or \$2.30 each week. This was with one of the old-line companies. It was shown him that through the savings banks plan he could carry a total of \$2500.00 on his family for only \$48.88, or he could carry on himself a total of \$4000.00 in insurance for only \$2.12 a week.

Another man was paying \$3.60 a week on 15 policies for various members of his family, the total insurance amounting to only \$2400.00. It was shown him where he could carry \$3600.00 worth of insurance for less than one-half the amount he had been paying. The new rate would

be only \$1.55. Under the new plan he would be getting \$1200.00 more insurance, at a *saving* of \$106.60 a year.

Such savings are worth considering. The figures seem almost unbelievable, but the experience of more than one Bird and Son worker has proved the truth of them. It is a fine feeling to know that your family is properly protected by insurance in case something happens to you, and it's a still finer feeling to know that you are getting this protection for the least amount of money possible.

If you take out Savings Bank Life Insurance, deductions from your pay check can be made regularly and very easily. There is none of the inconvenience of looking for money to pay the collector or of making large payments at regular intervals to the insurance company. Small deductions will be made each week to cover the amount of the premium, and you never have to worry further about adequate protection for your family. Or if you prefer, you may make your payments directly to the Walpole Trust Company, quarterly, semi-annually, or annually.

Mr. T. T. Grady is still at the mills, visiting each department in turn. He knows all kinds of insurance from A to Z and is the ideal man to help you with your problems. Be sure to see him when he visits your department, or if he has already left your department, and you have other questions you wish to ask, make an appointment to see him. He will gladly help you. His headquarters are at the Neponset Credit Union, and appointments with him can be made either at the Credit Union office, Tel. 278-1 or the Labor Bureau, Tel. 275-2.

Insurance Information

1. Q. Why is Savings Bank Life Insurance cheaper than other forms of life insurance?

A. *First.* Because the Savings Banks are not permitted to employ solicitors.

Second. Because under the Savings Bank Insurance Law, all the net profits of the business over and above a certain specified contribution to surplus *must* be returned to the policyholders annually in the form of dividends.

2. Q. What is the best kind of policy for a young man of limited income?

A. We recommend the straight life policy, with dividends applied to purchase paid-up additional insurance. This plan makes it possible for the policy to be matured as a paid-up or endowment contract, and you thus combine in the one contract all the attractive features of the several kinds of policies.

3. Q. What amount of insurance may I have in a single savings bank?

A. You may have from \$100 to \$1000 in one savings bank. There are twenty banks which have established insurance departments, so that it is possible for you to have a maximum of \$20,000

insurance; and also a maximum annuity in the amount of \$4,000 a year.

4. Q. Must I go personally to the bank to make application?

A. No. Application may be sent by mail to any one of the twenty insurance banks, or to any one of the one hundred banks which act as public agencies for the insurance banks. A list of these public agencies will be sent to any person upon request.

5. Q. Can I apply for \$20,000 in a single application?

A. No. Only \$1,000 may be applied for in each bank, and therefore if you wish \$20,000 insurance it will be necessary to sign twenty applications.

6. Q. Will one medical examination suffice for twenty applications?

A. Yes, if all twenty applications are filed within one month from date of medical examination.

7. Q. Where do I pay my premiums?

A. Premiums may be paid in either of the following ways:

(1) Direct to the insurance bank; or

(2) At a bank which is a public agency for the insurance banks.

8. Q. If I have a policy in more than one bank must I send a separate check to each bank?

A. No. Each of the banks acts as agency for all the others, and if a policyholder desires to pay all premiums through one bank, that is entirely satisfactory.

9. Q. How long has Savings Bank Insurance been in operation?

A. The law was passed in June, 1907. The first policy was issued in June, 1908.

10. Q. How much insurance is now in force? A. \$82,631,526 on January 31, 1931.

11. Q. If I should pay premiums for a short time, and then discontinue payment, what amount, if any, will I be entitled to receive?

A. Every life or endowment policy has a cash value after premiums have been paid for six months. If you discontinue your policy, the amount that you will be entitled to receive will depend upon the length of time that you have been paying premiums, and will equal the amount that you have paid in *less* what it has actually cost the bank to give you protection during the time that the policy has been in force. *If, however,* you have been applying your dividends to purchase paid-up additional insurance, the cash value of your policy at the time of surrender is increased by the amount of your dividends.

12. Q. If I move from Massachusetts to another state or country after my policy is issued, will such change of residence affect my status as a policyholder?

A. Change of residence after the policy is issued does not affect in any way your status as a policyholder.

PHILLIPSDALE LOSES TROPHY

ONCE again the Safety Trophy changes hands—from Phillipsdale to the No. 2 Box Shop. Phillipsdale's fine record, which was well on toward the year and a half mark, was broken on May 1st by an accident to Antonio Nunes, a workman on the cutters. A piece of steel chipped off a sledge hammer being used by a fellow workman, and stuck Nunes in the left arm, below the elbow, piercing the artery. Luckily the accident was neither very painful nor very serious, but the no-accident record was broken, and Phillipsdale's longest no-accident run goes down in history as 511 calendar days, from December 5, 1929, to May 1, 1931.

In spite of several other lost-time accidents which occurred like an epidemic around the first of May at Phillipsdale, the Rhode Island plant is not down-hearted. They are ready to begin again, and some day win back the trophy which they have lost.

The No. 2 Box Shop, to which the trophy now passes, has a record nearly as good as Phillipsdale's. There have been no lost-time accidents since January 14, 1930, a period of 471 calendar days up to May 1.

How long they keep the trophy is a question which can be answered only by the workers themselves. Careful work by every one every minute of every day will mean that they can outdo the wonderful record set by the Roofing Mill.

BIRD CLUB ENTERTAINMENT

AN exhibition wrestling match and a fine talk by Bill Cunningham, King of Sports Writers, were enjoyed by the two hundred members of the Bird Club who attended Old Box Shop Night at Holman Hall on Friday, May 22nd.

Charlie Donnell, well-known Norwood referee, opened the festivities and introduced the two wrestlers, George M. (Farmer) McLeod, and Jack Albright, instructor at M. I. T. Jack then took matters into his own hands and proceeded to explain and illustrate the various wrestling holds. After about five minutes of this, during which we were introduced to all three of the "nelsons," head-locks, scissors and toe holds, and Sonnenberg's famous flying tackle, the men started their exhibition match.

It lasted for more than fifteen minutes, and in that length of time they managed to give a pretty fair exhibition of the holds and the methods of breaking them used in a real match. Jack Albright finally gave in when George got him with a double leg scissors and calmly proceeded to put his spinal column out of joint.

Because of a golf match which he had to cover at Stoneham, Bill Cunningham was unable to reach Norwood before nine o'clock, so immediately after the wrestling match Tom Holman and

his men served up the coffee and doughnuts, which lasted until Cunningham arrived, on the stroke of nine.

His talk was something of a surprise to those of us who had never heard him before, and reminded one faintly of Billy B. Van's pep talk on New England a year ago. Bill Cunningham is a strong believer in the opportunities and resources which are right under our noses, as he says, here in New England, and his message was that we wake up and make the most of our advantages, take a just pride in our own beautiful section of the country, and stop grumbling about hard times when we really know nothing about hard times, as compared to some other sections of the country.

Bill is a forceful talker, and recalling his many and varied experiences he has had on his recent trips which have taken him over practically all of the United States, he was able to bring a worthwhile and mighty interesting message. He paid a fine tribute to Knute Rockne, and gave a very graphic description of the highlights of the game last year between Southern California and Notre Dame. Co-operation and team work, such as Rockne instilled into his teams is what we need more of today, he said.

At the close of the meeting, President Harry Dresser announced that although it had been thought impossible at first to have an Outing this year, because of the money voted to charity last December, nevertheless there would be an Outing sometime in June or July, and that it would be the "best ever."

The committee in charge of arrangements for the Athletic Night on May 22nd was as follows: William S. Jackson, Chairman; Ambrose Fitzpatrick, Fred E. Morrison, and Fred Kinsman.

QUESTIONS AND ANSWERS

1. What is the oldest building still standing at the East Walpole plant, and when was it constructed?
2. What kinds of paper are manufactured on No 2 Machine?
3. What salesman sent out from the East Walpole office travels the farthest distance from the office?
4. How many different widths of floor covering (exclusive of rugs), are there?
5. What are the assets of the Neponset Credit Union?

Answers to these questions will be found on Page 14.

THE SAFETY CARTOON

THE Safety Cartoon reproduced on the opposite page was sent in to the *Review* by a Bird & Son worker without any name attached. As we can not even find in what magazine it originally appeared, we take this means of endeavoring to give credit to the proper persons.

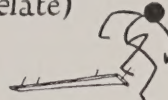
THE TEN LITTLE WORKERS



10 Little Workers, standing in a line
One pulled a foolish stunt
Then there were 9



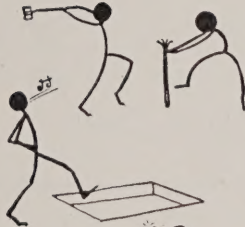
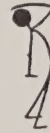
9 Little Workers, (sad to relate)
One stepped on a nail
Then there were 8



8 Little Workers, thought not of heaven
One used a broken ladder
Then there were 7



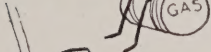
7 Little Workers, in an awful fix
One wouldn't guard his eyes
Then there were 6



6 Little Workers, said "let'er drive"
One stopped a flying chip
Then there were 5



5 Little Workers — open trap door
One took a tumble
And that left 4



4 Little Workers, busy as could be
One tried to light his pipe
Then there were 3

3 Little Workers, with much work to do
One oiled the moving gears
Then there were 2



2 Little Workers, after work was done
Didn't use the hand rail
Then there was 1



1 Little Worker learned from their fate
It pays to think of Safety
Before it's too late.



PICTURE

VACATION



CONTEST

*Maiden's Cliff at Lake Megunticook, Lincolnville, Maine
Taken by Ruth Milliken, Stenographic Department*

JUNE 1 — — — — — SEPTEMBER 12

WE announce plans for the 1931 Vacation Picture Contest. The rules and classes have been changed slightly from other years. Read them carefully, and then submit as many pictures as you can. *You* may be the lucky one to receive the Grand Prize this year.

The prizes awarded will be the same as in previous years: \$5.00, Grand Prize for the best picture of all; and two prizes in each group, \$2.50 for first, and \$1.00 for second.

There will be seven classes or groups in which prizes will be awarded:

1. Children—Any picture in which the principal interest is a child or children.
2. Informal portraits—pictures of a person or persons, excluding those in which the principal interest is a child or children.
3. Inland scenes—lakes, streams, mountains, etc.
4. Ocean scenes—beaches, boats, surf, etc.
5. Still Life and Nature Subjects—any still life object in artistic arrangement. Exteriors and interiors of homes or public buildings, statues, etc.
6. Animals and Birds.

7. Camping Scenes, Sports, Hobbies, Occupations—any picture in which there is definite action of a person or people. Pictures of children excluded.

The rules, which are slightly different this year, are as follows:

1. Pictures must be taken by a Bird & Son worker.
2. Any number of pictures may be submitted. Do not attempt to classify them yourself. They will be placed in the classes in which they are most likely to win.
3. Each group of pictures that you submit must be accompanied by an entry blank. Use the one shown in this issue, or a copy of it.
4. All pictures submitted at owner's risk. No pictures can be returned.
5. The Editor reserves the right to withhold awards in any one group, if suitable pictures are not submitted.
6. Contest will begin June 1st and will close September 12th. Photographs may be submitted any time up to and including that day.
7. Send entries to *Review* Editor, Department GR.

READY—ACTION—CAMERA!

AS summer approaches and the *Review* Vacation Picture Contest opens, there are plenty of opportunities and plenty of incentive for everybody to take good, or even exceptional pictures.

The *Review* will always welcome good, interesting pictures. We can never have too many of them. Keep us in mind as you take your snapshots this summer, and send your pictures in.

Even if they can't all be prize-winners in the contest, many of them can still be reprinted in the *Review*.

For your guidance, we make the following suggestions about what kind of pictures to take, and how to take them. First of all, people are most interested in *other people* and *what they are doing*. Snapshots of general views and landscapes may be beautiful, but they lack the real interest which pictures of real people whom we know, have.

First then, get people into your picture—especially people who work at Bird & Son. Second, make your pictures tell a story, by having the people in the picture *doing something*—not merely staring blankly into the lens of the camera. Too many people get “stage-struck” when they see a camera pointing at them. They do not act naturally. Try to get pictures of people in natural poses—at work, or at play. Sometimes the best pictures are taken when the subjects don't know they are being photographed at all.

Everyday there are hundreds of chances to get good pictures: at noon, during the lunch hour, at ball games, during vacation and week end trips. We are particularly interested in getting pictures of Bird & Son people enjoying their hobbies or avocations. If you have friends in the company who are fishermen, or gardeners, or golf fans—get some pictures of them in action. If they are clear, we'll gladly print them.

Here are a few simple rules which will aid you in making sure of obtaining good pictures. Check up on these four items every time you take a picture. Be sure:

First—that an unexposed section of the film is in position.

Second—that, unless the camera has a fixed focus, it is properly focused on the principal object to be photographed.

Third—that the diaphragm lever is placed at the proper opening, so that the snap will be made at the proper speed.

Fourth—that the shutter is properly adjusted for time or instantaneous exposures, as may be desired.

When taking an instantaneous picture, hold the camera firmly against the body, and just as you snap the picture, hold your breath for just a moment, so that there will not be the least movement to blur the picture. Time exposures, or any exposure slower than $1/25$ of a second cannot be taken successfully with the camera in the hand. For these the camera should be set on some firm foundation, such as a tripod.

Follow these few rules, remember the kind of pictures that have the greatest interest for *Review* readers, and send in all you can. In this way you can help *your* magazine to be a better and much more interesting one.

SUGGESTIONS

At the meeting held on May 6th, the following suggestion was classified as showing a saving in manufacturing cost, and was given an award of \$10:

Adjustable Sweep for Paint Boxes

Carl Johnson, FFM



The Bronze Tablet marking the tree in Francis William Park dedicated last year by the Old Timers' Club in memory of Charles Sumner Bird. This tablet has been set in a rock at the foot of the tree. Standing beside the tablet are Halburton Dobbins, Chairman of the Committee, and John H. Smith, committee member

The following were classified as being of intangible value, and were given awards of \$5.00 each:

Slitter on FXR Combiner	Eric Eklund, FXR
Mechanical Ductor for Roll on FXRM13	Ernest Field, FXR
Relocate Push Button on FXRM13	Ernest Field, FXR
Lock on DF Elevator	Frank Lacivita, P
Key in Collars on FXCM1 Slitters	Herman Lauble, FXC
Method of Cleaning Rubber Wax Rolls	Elton Moore, FFR
Ring and Chain for Squeeze Roll Hand Screws	Herman Nordstrom, DMP
Strengthen Washer on Paint Box Gear	N. M. Phillips, FFP
Raise Platform and Extend Track at FFPM1	N. M. Phillips, FFP
Weld Steam Trap Caps	James Quinn, FBM
Tank for Heating Water in FFN	John S. Smith, FFN
Improved Guard for Undercoat Machines	John S. Smith, FFN
Improve Water Jack on DMPM3 Stuff Box	W. C. Sword, DMP
Removable Lining for Crates	John Wilkes, FXB

John S. Smith, Flooring Plant, was awarded \$10 for having had five suggestions accepted.

BIRD'S NEPONSET REVIEW

Vol. XIX.

JUNE 1931

No. 6

Published Monthly by the Employees of Bird & Son, inc.
In the Interests of the Company and Its Workers
For the Promotion of

Good Service

Good Will

Good Business

MILLS: East Walpole and Norwood, Massachusetts;
Phillipsdale, R. I.; Chicago, Ill.

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R. C. Floyd

B. D. Rogers

Editor, B. D. Rogers

Assistant Editor

Photographer

Circulation Manager

E. M. Grout

C. T. O'Connor

A. S. Blaney

Printing Foreman, F. R. Meyer

"A hundred hurry to catch up where one hurries to get ahead."

AN OPPORTUNITY

EVERY Bird & Son worker has open to him, during the months of May and June this year, an opportunity such as has not come to him for three years. This opportunity of meeting Mr. T. Talmage Grady, Field Secretary for Massachusetts Savings Bank Life Insurance, means the chance to find out more than you ever knew before about insurance, so that you may best provide for your family after you are gone.

Mr. Grady has been in insurance work for many years. It is his task to go from company to company throughout Massachusetts towns and cities, meeting thousands of employees and advising them how they can best take care of their own particular problems. He knows all kinds of insurance probably better than any other person, because in his visits he has seen and studied all kinds. All of his advice is given impartially, with regard only to the special needs of the man who is consulting him. He receives no commissions. It makes no difference in his salary whether he sells 100 policies in a week, or only 2. His judgment is less liable to be biased than that of any other man we know. You will find him the ideal man to consult.

Don't wait until it is too late. If you are at all uncertain about your insurance policies, or if you wish to take out some new insurance, call the Credit Union office today and make an appointment. You owe it to your family and to yourself to find out all you can about insurance.

EVERYMAN'S INSURANCE CREED

IF you have insurance now, or if you intend to buy insurance, read and remember these points.

They are essential for the average, thrifty man who cannot afford to waste his money.

1. I will buy the maximum amount of safe protection for those who depend on me.

The first duty of the man with a family is to protect those who would be left alone in the world without support in case of his death. The average man does not start out in life with enough extra money in the bank to keep his family out of need. They depend upon him and his earning power. But he can not tell when he may be suddenly taken from them, and so he turns to insurance for protection. The more he can get of good insurance, the safer his family will be in case of his death.

2. I will get this maximum amount of insurance as cheaply as possible, consistent with absolute safety.

Men with moderate means cannot afford to carry large amounts of insurance at high rates. They haven't the money to spare for it. They must look for the most inexpensive kind of insurance. Massachusetts Savings Bank Life Insurance offers this type of insurance with the added assurance that it is just as safe as the more costly kinds obtainable from the commercial insurance companies. Since Savings Bank Life Insurance is cheaper to buy, per 100 or per 1000 dollars, than is regular insurance, you can buy more of it, and protect your family for a larger amount.

3. I will insure *myself* first, the other members of my family later if I am able.

This is a very important point which too many people forget. *You* are the head of the family, the one who is earning the bread and butter. If other members of your family die, you will keep right on working. If *YOU* die, the rest of your family have no ready means of support, except the insurance which *YOU* have taken out on *YOURSELF*. BE SURE your own life is adequately protected by insurance before you start to take out insurance on the rest of your family.



WILLIAM K. CHURCHILL

MR. WILLIAM K. CHURCHILL, book-keeper and Treasurer for Bird & Son for twenty-two years, died at the age of 89 on Sunday, May 17th. Funeral services were held at the home of his daughter, Mrs. Leonard Bartlett, in East Walpole on Tuesday, May 19th.

Mr. Churchill was born in Plymouth, Mass., and spent his early life there, until he went to sea as a cabin boy on the "square riggers" which sailed around Cape Horn. After several years at sea and in California, he entered the Roofing business in Springfield. When he was forced to give this up because of poor health, he returned to Plymouth for a few years, and in 1882 he came to Bird & Son.

At the time he joined the office force there were but three people besides himself working there: Francis W. Bird, Charles Sumner Bird and Harry Child. Three years later Vice-President E. H. Bartlett began work for Bird & Son as an office boy.

Mr. Churchill was an excellent writer, Mr. Bartlett recalls: his penmanship was so perfect that all his writing looked like steel engraving. He did all the book keeping for the company, and at the end of his stay was virtually Treasurer, although he never had the title. It was in 1887 that he built the house on Union Street, in which his daughter Mrs. Leonard Bartlett lives today.

After resigning from Bird & Son in 1904, he spent his summers at Moosehead Lake in Maine, and his winters in White City, Florida. Shortly after Mrs. Churchill's death several years ago he sold his property in White City, and lived the following winters in Miami, where he had real estate interests.

A little more than a year ago he returned to Norwood, and lived there until the time of his death last month.

HEALTH NOTES

Diet and Dental Conditions

DR. P. R. HOWE, of Boston has written a paper on the subject "Diet as a Fundamental in Dental Conditions" and has called attention to some important points which were reprinted from the "Journal American Dental Association" for September, 1928. Some of the high-lights in this paper are as follows:

"I have no wish to ignore the stress of modern living, too little time spent in fresh air and sunlight, and various mechanical faults which alter developmental tendencies. But the experience of a number of years in the laboratory has convinced me that these have been over-estimated, and that the original underlying primary cause of many of our troubles is faulty diet.

"On the whole, our experience in feeding laboratory animals leads us to believe that the outstanding fault in our diet is excessive use of meat and cereals to the exclusion of sufficient fruits, vegetables, and milk. The latter foods contain vitamins, mineral salts, and low protein, and in our experience with the experimental animals, they produce sound teeth and bones."

LIBRARY NOTES

LEARN to read slowly," said an ancient poet, but rapid reading is now considered an art and books have been written recently telling how to accomplish it with recreation and profit. With the accessibility of libraries and the low price of many good books, no one need go without this means of pleasure and acquisition.

Recent accessions to our library:

Non fiction:

Lonely Americans: short sketches of a famous educator, musician, artist, author, scientist, and statesman, all of whom were unique in their personality and foremost in their professions. By Rollo Walter Brown.

Three Titans: three masters in their art, Michael Angelo, Rembrandt, and Beethoven, of whom it has been said, "These are beings more than men and less than gods." By Emil Ludwig.

In "A Yacht in Mediterranean Seas," Mrs. Lars Anderson tells a delightful story of a cruise towards the Near East as far as Constantinople, starting from Venice, down the Dalmatian coast, on to Dorfu and Greece. Many excursions were made by land to various points of interest. The numerous illustrations and the graphic descriptions bring the scenes very near to lovers of travel.

How two people journeyed in a primitive fashion in a dilapidated car through rural districts in the Eastern States, studying the life and character of the people in isolated sections, is interestingly told by Jan and Cora Gordon in their book, "On Wandering Wheels."

In "Both Sides of the Street" Irvin Cobb tells of the "folks next door" as he calls our South American neighbors. With two chosen friends he made a complete circuit of the continent, and on his return has attempted to make us see our close relationship, particularly in regard to trade interests. In the same volume, he includes a sketch of his travels in Europe and some observations upon our own activities from his recent journeying.

Fiction:

Four Armourers
Missing Masterpiece
Yorkshire Moorland Murder
Limestone Tree
Silver Wings
Gringo Privateer
Love of Julie Bovel
Lion and the Lamb
Captain Blood Returns
Memoirs of an Infantry Officer
Phillipa
Very Good, Jeeves

Beeding
Belloc
Fletcher
Hergesheimer
Hill
Kyne
Norris
Oppenheim
Sabatini
Sassoon
Sedgwick
Wodehouse



Lisping Lucy says that everything seems to be "All Wight" down at the Flooring Mill.

Did you hear about Dumb Dora's latest remark? She heard that Wrappers were carried in the paper stock room, and so she thought she would like to go up there and pick out a nice orchid one to wear around the house.

All the way from Chicago comes this bit of wisdom. All Bird & Son men are not homeless, but some are home less than others.

The question has just come up—Who holds the Lines on the Research Laboratory Team?

Notes From Plants and Offices

MAIN OFFICE AND SALES

Margaret Poff
Alice Clem
Ida Milesky

Sabina Costello
Gladys Noddin
O. C. Turkington
Elizabeth Lawson

Alice Fales
Beatrice Severance
John Andrews

W. A. Beaulieu is reported to have over done on beautifying his new home for he appeared at the office with a Charlie Horse.

Dimon E. Merrill made a recent business trip to New York and the weather was as usual—Rain!

Muriel McDonald is back with us again after a series of illnesses.

We were sorry to hear of the accident to Irene Rivera's car but we were glad to know that Evelyn Wadleigh escaped without serious injury.

To Winifred Rhind and to her sister, Mrs. Franklin, we extend our sincere sympathy in their recent bereavement.



Anna Ecklund of the Cost Accounting Department took this fine picture of the American Falls at Niagara when she was there over the 19th of April. You can easily see the big "bite" taken out of the crest of the falls when the rock formation fell away last winter

Katherine Kane has been confined to her home for eight weeks due to illness. We all hope for a speedy recovery.

Sorry to hear that Catherine Geary is confined to her home but hope to see her back with us before long.

We all welcome Elsie Gottberg to the Comptometer Department.

Axel H. Anderson, Treasurer, and Mrs. Anderson sailed Wednesday, June 3rd, aboard the Europa, for a six weeks' trip to Sweden, where they will visit relatives. On May 28th, shortly before they left, they were guests at a farewell dinner given by their friends at Bird & Sons.

We welcome Harvey Hey to the Stores Accounting Department.

Have you seen the latest approved method of getting to work on time? Just watch Clarence Fuller skip in to work any afternoon as he gets off the bus.

All you had to do last month to get Arthur Wilson sore was just to ask him if he had received his golf clubs. He really did get them after a while, though, so everything is jake now. They must have been pretty special clubs, Arthur, to wait three weeks for them. We'll expect to hear that all the records at the Walpole Country Club have been broken once you get to swinging them.

Mrs. Julia Smith, cook at the Bird Club, is a proud grandmother these days, since Lloyd Smith announced the birth of Kenneth Lloyd on May 12th.

Bill Tylander, champion golfer of the Bird Club, has sworn off the game. It isn't the greens fees that make it too expensive—it's the lost balls, he says.

Alice Conley has evidently decided that the only way to live to be a hundred is to become a vegetarian. Instead of the customary sandwiches, etc., which the rest of us bring for

lunch, Alice came to work the other day with a nice big head of lettuce in a paper bag. . . . Those who value their health, shouldn't remind Alice of this very often though.

Miss Dorothy Hartig is now the proud owner of a Pontiac Convertible Coupe. Watch out for the telephone poles now, Dot.

Ethel Duncan is expected to be seen sporting around in a new car of some sort very shortly. Considering the number of salesmen that offered their services, it seems as if one ought to satisfy her.

Congratulations to Ed Murphy, Roofing Salesman, who welcomed a new daughter, Janet, into his home on May 14th.

D. F. Pendergast, Roofing Salesman, is confined to his home with sickness. Harold Murley pinch-hit for him a few days the last of the month.

A. C. Urquhart, President, and A. W. Smith, Treasurer of the Neponset Credit Union attended the Annual Spring Meeting of the Credit Union League held Wednesday afternoon and evening, May 20th at the Hotel Westminster, Boston.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran
Herbert L. Badger
Welthea Smith
Herman Nordstrom
John Maitland

Sophie Novick
Halburton Dobbins

John F. Burke
John H. Maguire
Mary Driscoll
John DeCosta
Mario Boragine

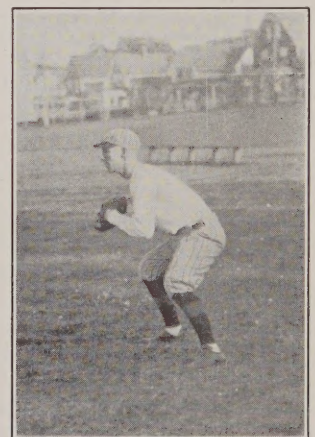
Vice-President G. R. Wyman, and Mrs. Wyman left Boston on Wednesday, May 20th, aboard S.S. Vulcania, for a month's cruise in the Mediterranean. They will visit the Azores, Gibraltar, Trieste, Southern France, and other points on the coast. Most of the time, however, will be spent aboard ship.

Mr. Wyman plans to be back at his desk before the end of June.

While going through Norwood last Sunday afternoon we noticed a new one. Bill Patterson of the Finishing Mill was out for his usual Sunday afternoon walk, but this particular time he even had his cat out with him on a leash! You must be a lover of cats, Bill!

A correction for last month's *Review*—Tony Feeney says we got his golf score wrong. It was he that got the 26 and Jack Muse, 28. Sorry, Tony, we got kind of mixed up.

The mystery has at last been solved about the light in Dave Regan's cellar. Dave has been working on a labor saving device which is now nearly complete. Dave says it will do away with 6 men, and that's just too bad for those 6 men. But, Dave also says it will take seven men to operate it. So



"Irish" Oakes, catcher for Main Mill Team.

it must be a good invention. But we are still in a daze to know what this new invention really is!

Kimble McEwen is back with us again, but he stays home more than ever. Why? He is married now.

Ralph Clark has been seen sporting around in an Essex lately.

Perley Mudgett has succumbed and bought a Chevrolet, because, as he says, the girls don't like riding on the "rumble seat" of a motorcycle. Perley is also having a wonderful time making himself miserable by listening for squeaks and knocks.

Albert Gilmore, finding the wild life of Norwood too much for him, has moved to the seclusion and quiet of Pleasant Street, East Walpole.

Frank Nyborn has been seen over in Easton many times recently, but we haven't been able to find out just what the attraction is yet.

Mike Burke is running a personally conducted tour of the Blue Hills Reservation. Call him regarding rates and reservations.

Somebody was seen putting dandelions on Herman Barker's desk recently. Making a new vintage of dandelion wine, Herman?

Roland Johnson is driving around in a new Chevrolet.

Jim Geary attended the Foresters' Convention at the Statler Hotel the week of May 25th. He says he had a good time.

Jim Graham and Norman Brookes displayed the first sunburn of the season on May 18th—acquired at the beach and on the farm.

Members of the Research Department welcome into their midst Tom Burns.

Mr. Lines spent several days with his mother, who was suddenly taken ill, but we are all glad to hear she is on the road to recovery.

General Motors Stock is Going Up! Eugene Connolly has a new Buick, Jim Graham has bought a new Chevrolet, Tom Burns is sporting a new Pontiac and Ralph Wilkins of the Main Mill backs up Gene Connolly's choice.

Frank Reynolds has been awarded a school bus contract.

Earle C. Davis is moving into a new apartment in Norwood and finds the most difficult proposition is deciding what floor covering patterns to get.

Jack Bradley says he is going to spend all his time playing golf this year. What he really means, of course, is try to play.

William Ivatts, Jr., the son of Bill Ivatts of the Maintenance Department had quite an experience this last month. A truck, owned by Thomas Donovan was parked on Rock Hill Street above the Ivatts' home when its brakes loosened and it careened down the street into the side of the house. William, Jr., who was in bed at the time, was thrown onto the floor and received several bad bruises.

Peter Folan has a flock of thrifty hens—after the big grain shed fire in Norwood they sneaked across the railroad tracks from Peter's back yard and got a free lunch out of the ruins. Peter decided to give his customers the benefit of their frugality, and reduced the price of eggs 10c a dozen.

Phillipsdale, R. I., Mill

Rexford H. Salisbury
David S. Lowry

John H. Nolan
Leslie E. Howard

John Rogers announces the birth of a daughter, Margaret Mary, on May 2nd.

Charlie Smith has told us that he has been bothered for some time with "inside interference" when trying to get programs on his radio. A trouble finder found that the trouble was caused by a mouse in the set.

Helge Holter is to take his vacation this year in New York State where the gliding is good. We hope that if he does go up he won't come down too fast.

Scotty Gibb has had his first "New England sore throat." It was so bad that he said he "nae could eat."

Our wonderful no-accident report was recently smashed suddenly and completely. We don't care to talk about it.

We welcome Harold Pray, a new man in Stock Handling.

New machines were reported this month by Willie Banks, who has a new Essex, and Joe Silva, who has a new Ford.

Ted Maddern announces the birth of some twenty-five turkeys at the Maddern homestead in Seekonk. He is now taking orders for Thanksgiving.

Our repair department has been on the jump the last month or so with the work that has been going on. The flooring screens have been replaced by three new ones from the Bird Machine Company, two of our boilers have been rebuilt and retubed, and a new cutter has been installed in the cutter room.

Our lining felt now has a distinctive BIRD mark thereon, leaving no doubt as to who the manufacturer is.



Jack McNeely, former messenger boy from the Mill Office, saying good bye to his friend in California, just before leaving for Honolulu. Jack left us late last fall to take this trip. Cards have been received from him saying that he is starting back home, and will be back in Norwood before the middle of June.

Leonard Carlson's wife recently broke her wrist in a fall but is now improving rapidly.

Hjalmar Hyrske has moved away from the wilds of Phillipsdale to Wilmarth Avenue in East Providence.

A month or so ago we reported that Mike Kurda had come to work on the wrong shift. We find that there is another man like him in the beater room. Adamonis came to work at 9 o'clock when the clocks were changed over to daylight saving.

UNIVERSAL FLOORING

Bird & Son has discontinued making Universal Flooring, and is offering the stock on hand to its employees at a very low cost.

This flooring is easy to clean and hard to wear out. It is particularly good for kitchens, porches, hallways or floors at summer camps. Complete details about this special offer to employees are posted on all bulletin boards, along with samples of the flooring. Place your orders with your foreman as you would for regular flooring.

Tom Wynne always starts home the long way around but he has a reason for doing so. If he took the shorter way home he would have to walk all of the way but when he takes the long way Johnnie Nolan or some other good soul picks him up.

Twenty-four years ago this June the Phillipsdale plant was started. Pretty soon we will have our twenty-fifth anniversary.

By this time we hope that somebody's ship has come in at Phillipsdale. Surely one should reach here what with all the derbies (Irish, English, and Canadian) and the Shrine Circus. We hope they don't all sink before they land here.

Charlie Riley tells us how wonderful his back yard is these spring mornings with the birds singing as he is having his morning smoke. We wonder if John Barquist is with him but probably John has his own birdies to look out for.



The sort of drifts through which C. M. Phipps, Roofing Salesman in Utica, New York, had to travel last winter. Phipps says this is the first winter that he has not had to use the train at all in covering his territory. The State of New York does a wonderful job, he says, in keeping the roads clear

BOX FACTORIES East Walpole, Mass. No. 1 Box Shop

Edward Gronroos
Herbert Lewis

Charles H. Mutch

Ralph Watson
Ralph Farris

John Cook spent a weekend in Worcester and had a whale of a good time. It won't be long now, John.

Harold Johnson has moved from Norwood to East Walpole. Ed Ross had an attack of loss of memory the other night, which almost cost the boys a ride home. It seems he offered to take the gang home after work, but when they got through for the evening no flivver could be found. After hunting around for quite a while and getting all "het up," Ed suddenly remembered that he left his faithful Lizzie down near the lunch room, so the boys got their ride home after all.

Al Doudie has taken up pigeon breeding as a hobby, and it seems that Bill Head offered Al a bargain in sparrows, but so far no sale has been recorded.

James Ellis was married to Miss Emily E. Wiggin on May 2nd, 1931 at the bride's home in Walpole. The ceremony was attended by a large number of friends from Bird & Son. The happy couple spent their honeymoon in New Hampshire and New York. Mrs. Ellis is the daughter of Wilmer Wiggin of the Shipping room.

On Friday, May 1st, James Ellis, the groom, was presented with \$15 in gold from his fellow workers.

No. 2 Box Shop

Edward Scanlon
Catherine Brady

Frank Eisenhaur

Christine Sherer
Anna Duffy

Frank Eisenhaur made quite a hit recently in "School Daze." He may join Keith's circuit and then what would we do without him! Frank likes variety though, so after all he probably wouldn't care about doing the same thing over and over or traveling regularly with the same crowd (of girls!).

Bird & Son's Floor Covering may defy water and wear, but we have a little girl named Frances in the Printing Department who defies anyone in Bird & Son to beat her at the art of chewing gum. Her speed for the 8½ hours course is as follows: 80 chews a minute, or 4800 chews per hour and for the whole course, 41,600 chews. She now holds claim to the championship. Anyone looking for a match please see her manager, Peter Bridgham.

Poppy day comes around in East Walpole every fair Thursday, so by this time the girls have quite a bouquet.

Something is wrong with one of Christina Sherer's five senses. She was among the missing for a few days due to the fact, but nobody seemed to understand the case.

Frank Hartig's Ford is one of those fair weather cars because when he bought the car the sun was shining and the top was down and no one has told him yet how to put it up. Consequently, he has to walk on rainy days. Well Frank, either get the instruction book out, or go and get your money back.

Have you seen Frank Eisenhaur lately? He is wearing out his old clothes, but he has a new apron to complete the outfit.

Ambrose Fitzpatrick has his new Ford—it is one of those "come hither" blues with cream colored wheels. When he was interviewed about the car in general he said, "There's nothing like a Ford. A 'Chevy' isn't in it."

When asked how it was for speed and pick up, he came right back with: "Speed, I'm the last word in speed, and as for pick up, believe it or not, I picked up three in one night!"

John Ginley of the Shoe Carton Department announces the birth of a daughter on Friday, April 24th. Congratulations, John.

ROOFING MILLS AND OFFICE Norwood, Mass., Mill

Charles Savage
John White

Charles Seavey

Charles Watson
Edward Hiller

No. 5 broke boiler has again been put into operation and Oscar Saterdal has returned from the Main Mill to care for it.

Harry Bellew is spending his evenings building garages on Stone Circle.

Warren Manson and Raymond Call have recently purchased new refrigerators. It looks like a cool summer for these boys!

Domenic DelGrossi is receiving congratulations on the birth of a baby boy—Anthony.

We are glad to hear that Mrs. Purpura, wife of Salvatore of No. 5 Machine, is recovering from her recent illness which necessitated her going to the Norwood Hospital.

Have you seen George Smith's new Pontiac Sedan?

Paul Sansom has at last parted with his old faithful Briscoe and purchased a Buick standard six.

Arthur Balduf is the proud father of a baby girl born at home.



At No. 1 Box Shop—R. L. Tupper and Eugene Connolly wrestling with a very knotty problem, judging from their scowls

Oscar Saterdal is back with us once more from the Main Mill, the Boiler Room now being in operation again.

Eddie Wenstrom has been transferred from the Office to No. 3 Machine. James Weir is now the Roofing Plant Office Boy.

We welcome the following new men:

John Montalbotti, Vincent DeLaiarro, Frank Flemming, Herbert Crooker to No. 3 Machine.

Guiseppe DiVirgilio, Charles Casey, Leon Bahonski, Erik Vallin to the Stock Handling Department.

Otto Leonhardt, Paava Faltt, Stephen Connor to the Shipping Department.

John McEwen to the Finishing Department.

William Misevica opened up the St. James Spa in South Norwood on May 1st. Bill will welcome customers.

What's this strange power that Bill Cunningham has over his audiences? Did you notice he even had Harry Dresser cussing before the evening was over?

Walter Cyr has moved from Pleasant Street to Rockhill Street, Norwood.

strong, which are scheduled to arrive from Dayton to take part in maneuvers over Navy Pier tomorrow morning. We don't like to boast, but really Chicago is a wonderful city and we can't help feeling proud of it.

Wendell McNeil spends some of his spare time evenings checking up on new methods of serving to be used against his opponents in the Ping Pong Club during the noon hour. Howard Hanna reports the loss of six pounds since joining the club, which information we are sure will be interesting to Jean DeBerg.

The "Good Humor" salesman reports the business depression is over as he is having volume sales due to his daily visits to the Bird Plant where he is a welcome visitor. Ping Pong won't help, Howard, if you keep on indulging.

Mr. Hird spoke before a group of young men of the Y. M. C. A. on April 30th.

Tom Cooling is quite proud of his new truck and says it is no longer necessary to ride the wheel.

B. J. Overholt will have to look to his laurels now, as Glen Young and Wendell McNeil are contenders for the title of "Speed King of the Chicago Mill." They have the honor,

Group of contractors and dealers in Alexandria, Louisiana, referred to in the Chicago Mill and Office Notes. Mr. Hird and Mr. Peterson of Bird & Son are included in this group.



Chicago Mill and Office

C. J. Perrizo

John Matcha

Dell F. Lydon

B. J. Overholt's "awning" shirt makes its appearance which is formal announcement that he and his family are week-ending at their summer cottage at Ogden Dunes. He offers a blanket invitation to all "Birds" to visit them, providing they bring their own food.

Jim Bartlett is at the Washington Park Hospital under observation. We hope his recovery will be rapid.

Mr. Baldwin is the proud grandad of a baby girl born to his daughter on May 19th.

We are glad to have A. Alexander on the job again.

Duke Perrizo, who has had a severe cold for sometime, is spending a few weeks at his home in Fond du Lac, Wisconsin, recuperating.

Herman Pollock, Glen Young and H. S. Hanna attended the annual meeting of the Illinois Manufacturers' Costs Association on Tuesday evening, April 21st.

Chicago staged a jubilee celebration last week which was a grand success if crowds are any indication of interest, and today (May 19th) we are watching for the airplanes, 500

of course, of being the first to arrive at the office door under police escort.

Edith and Frances Johnson, Al Bohnenberger, and Tom Cooling spent the week end at Thayer, Ind. with friends and relatives. Tom, it is rumored, was marooned on an island and thought for a while that he would not get home in time for supper. However, rescue came in time, and he looks as well-fed as ever.

We are glad to report Mrs. Lampton is recovering from her recent indisposition and we hope before long she will be back with us again.

Have you seen Ann Conmey's new green Willys Knight? It's a beauty, and we hope we will be invited for a little spin during these beautiful spring noon hours. Caution: Don't try to outdo BJO, Ann.

A combination group of managers of the Standard Roofing Company of Alexandria, La., with contractors and representatives of Brown-Roberts Hardware Co., met at the Bentley Hotel in Alexandria recently. Also present were several general contractors and architects of Alexandria. Interesting discussions took place, including talks by Mr. F. H. Hird of Chicago, J. L. Pitts of the Brown Roberts Co., Herman J. Duncan, local architect, and S. W. Tudor of Tudor and Ratcliff, general contractors of Alexandria.

FLOORING PLANT AND OFFICE

Norwood, Mass., Plant

John S. Smith
Tom Rogers

Kaino Paajanen

Lester Evans
Lawrence Gammell

Carl Brennan and Amos Craig had quite a race Saturday, via horse-back. They hit Morse Street at 45 per, and galloped over the bridge, the echoes resounding far and near. But the race ended in a wrestling match between man and beast. The horses slipped, and a free for all started. Brennan cut his foot and Craig got cut up here and there. But you should have seen the horses! Some one has advised the boys that "three wheeled bicycles" are safer.

Clement Coughlin has taken up auto repairing as a side line. Being a first class mechanic, he guarantees all work. He will also be glad to give information as to what and where to buy to any one who is in the market for a new or used car.

Martin Scampini has traded his antique Buick for a DeSoto roadster.



American Legion House in the heart of the White Mountains. Bird Super Twin Thick Butt Shingles are on the roof, donated by our local dealer there

Ralph Hildreth spent the weekend at his home in Gardiner, Maine.

Tom Mullane has moved from Rock Street to Walpole Street.

Tom Durkin has purchased a new Atwater-Kent radio.

Mickey Sameski's Chrysler has been seen in Lowell quite often within the past few months. What is the attraction, Mickey?

Victor Grant has given up bridge and golf and has taken up horse-back riding and boxing, with Roland Forbes as manager and trainer.

We are sorry to learn of the sickness of Tony Panessa's three months old baby. It has had to undergo an operation for mastoid.

Alex Morrison says the old Chevrolet isn't what it used to be. It's an over-night trip to the city with it now!

Working conditions are still improving. Carl Brennan can be seen sporting around in a new Ford Coupe, now.

We wish to congratulate Lloyd Smith on being the father of a baby boy, Kenneth Lloyd, born May 12th. We are sorry, however, that he left the company just before the big event, because now we miss out on the cigars.

CHICAGO OFFICE

V. D. Szukalla

Gladys L. Davis

It looks as though the theme song used by the girls of the office lately has been "The Barber of Seville." Gwen surprised us one Saturday morning by having short hair again, and Mary Curran a few days later. Alice got a new permanent. The two "bobs" and the permanent are all very becoming.

Mary Curran wanted to pin a piece of paper on the back of her head. Well, you know, the weather has been a little chilly.

Who's next? As Gwen and Mary say—"It won't be long now."

Perhaps they got "dolloed" up for the Chicago Jubilee. We don't blame them; it was quite an event. The crowds were terrific. Helen reports that after the mob had passed, bushels of shoes were swept up which had been lost by the people who came down to dance. Lillian said you couldn't possibly have picked up anything that had been dropped. Even fur neck pieces were torn off, trampled on, but couldn't be recovered.

That's too bad. We thought possibly we could have annexed a pair of shoes, or at least two that somewhat resembled each other. Oh well—that's life in a big city.

Alice Woods is spending her vacation in Iowa. We haven't as yet had a report on whether or not she had a good time, but anyone as congenial and pleasant as Alice is bound to have a good time.

Gladys spent one week of her vacation on a trip through the Smoky Mountains and Blue Ridge Mountains, visiting Knoxville, Tenn., Asheville, N. C., Cincinnati, Ohio and various other towns in that neighborhood. From all reports "a good time was had by all." She says she likes the peaceful, quiet atmosphere of the South, but we know she would tire of that soon, because she just "ain't that way." She claims they have ants so big there that they run up the trees and bark.

Tom Howells claims Baby Virginia made a score of 142 playing miniature golf recently. That's one for Ripley's "Believe it or Not" column, Tom.



FOR SALE

A kitchen coal range. In very good condition. Has hot water front and gas attachment. Convenient size. Tel. Walpole 661-M. Ralph Kemp.

TO RENT

At Brant Rock—July and August—a small house. For particulars see Isabel Faunce, Box Sales Department.



Answers To Questions On Page 4

1. Office records do not go back far enough to give us this information, but old timers tell us that both the Mill Office and No. 3 Machine Room are very old, and have been standing since they can remember. Any one who can furnish us with dates or any other interesting information about these two buildings, please communicate with the *Review* office.

2. Paper for the following products is made on No. 2 machine: screw boxes, Bird boxes, Chip-board, flower pots, inside pressboard, super-test liner, rosin-sized sheathing, super-sheathing, shoe cartons, tube paper, over-powder wad, corrugated lining, wrapping paper for Bird rugs, and record press-board.

3. J. H. Van Hoy has the honor of traveling the farthest distance from East Walpole. He sells both Roofing and Flooring, and his territory extends to the tip of Florida, a distance from East Walpole of over 2000 miles.

4. There are five widths—24" (rug border), 27" (hall runner), 36" or 4 1/4; 72" or 8 1/4; and 108" or 12 1/4.

5. The assets of the Neponset Credit Union as of April 30, 1931, were \$123,170.31.

VETERAN'S SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during the month, and of those who complete twenty or more years' service during June:

			Yrs.
John J. White	6- 1-1891	Box Shop	40
Vitus Gleichauf	6- 7-1895	Power and Steam	36
Andrew Walker	6- 7-1897	Paper Mill	34
Michael Sheehan	6-20-1899	Roofing Plant	32
John Fitzgerald	6-18-1901	Paper Mill	30
Charles Knaus	6- 1-1902	Paper Mill	29
Walter Sword, Jr.	6- 1-1903	Paper Mill	28
Mary Scanlon	6- 1-1906	Box Shop	25
James Kelley	6- 7-1906	Maintenance	25
Edward Fitzgerald	6-14-1907	Paper Mill	24
John Folan	6- 6-1908	Box Shop	23
Michael Kodis	6- 1-1909	Paper Mill	22
Kostanty Geigol	6- 1-1909	Paper Mill	22
R. L. Tupper	6- 7-1909	Box Shop	22
Michael McConlogue	6- 2-1910	Paper Mill	21
Ludwig Polevitch	6-21-1911	Paper Mill	20
W. S. Jackson	6- 1-1921	Box Shop	10
W. B. Danaher	6- 6-1921	Flooring Plant	10
Mary A. Concannon	6- 7-1921	Main Office	10
Mrs. Imogene Frank	6-13-1921	Box Shop	10
J. C. Rasch	6-14-1921	Maintenance	10
A. H. Bridgham	6-17-1921	Box Shop	10
L. R. Bernier	6-20-1921	Flooring Plant	10
Beatrice H. Severence	6-20-1921	Main Office	10
Constante Lewicki	6-20-1921	Box Shop	10
Catherine Mahoney	6-20-1921	Main Office	10
Pierino Palozzi	6-20-1921	Roofing Plant	10
Carl Johnson	6-22-1921	Flooring Plant	10
Bertha Bradley	6- 1-1926	Main Office	5
Edith Goodwin	6- 1-1926	Main Office	5
H. B. Mason	6- 1-1926	Box Sales	5
Pauline Rafuse	6- 7-1926	Main Office	5
Antonio Cregنالo	6- 8-1926	Flooring Plant	5
Henry Treen	6-10-1926	Finishing Mill	5
Martin Green	6-10-1926	Flooring Plant	5
George Johnson	6-11-1926	Flooring Plant	5
John Suman	6-16-1926	Box Shop	5
Evelyn Wadleigh	6-21-1926	Main Office	5
John Pechulis	6-23-1926	Maintenance	5
Herman Howard	6-26-1926	Roofing Sales	5
PHILLIPSDALE			
Walter Gill	6-23-1911		20
Jack Mello	6-17-1926		5

Both offenses resulted in unnecessary damage to the courts or the nets.

Following the usual custom, fifty dollars was again voted to the Park for upkeep for the season.

In order that a better check-up may be made on those who use the courts, it was voted that a book be placed at the courts and that all members and their guests be required to register before playing.

The courts are now open and in use by the members. The Tournament Committee is working on a schedule for the season, and is also planning to arrange matches with teams from other towns.



Captain Jack Smith of the Bird & Son Soccer Team

EAST WALPOLE TENNIS CLUB

AT the first meeting of the season in the East Walpole Brigade Room on May 11th, the East Walpole Tennis Club elected officers for the year, and voted several new rules and regulations.

Officers for the season of 1931 are as follows: President, M. Edgar Tarr; Treasurer, Frank Vietze; Secretary, Frank Reynolds; Tournament Committee: Frank Clem, Chairman, Frank Reynolds and Albert Kimball.

Maurice Tarr, speaking in behalf of the Park Committee, reminded the members that if the courts were to be kept for the exclusive use of the Club members, the rules must be followed to the letter. There were several cases last year where members played on the courts without the regulation shoes, and where the nets were not properly loosened after the members had finished playing.

Soccer Team Nears End of Season

SINCE the last issue, the Bird & Son Soccer Team has played four important games, two Curley Cup, one Boston and District League, and the State Qualifying Cup final.

Clan McGregor defeated them in a league game that will perhaps rob them of a play-off place for the League Championship. In the Curley Cup second round, Bird & Son succeeded in winning its way into the semi-final by disposing of Needham in a two game series, 3 goals to 2.

At Worcester in the Massachusetts and New Hampshire State Qualifying final round, they were again defeated by the Worcester Scandinavians, 3 goals to 1.

We have yet to play in the State Cup proper, and the Curley Cup semi- and final rounds. We meet Fore River at Quincy in the former competition, and the winners of the Clan McGregor-Norwegian Association game in the Curley Cup.

DEPARTMENTAL BASEBALL STARTED SERIES MAY 20th

TO the Main Mill Team goes the honor of winning the first baseball game of the season, scoring a 6 to 3 victory over the No. 2 Box Shop team on the night of May 20th.

Michael J. Hawkins, representing President P. R. Allen, who was unable to be present, stepped to the pitcher's box and threw the first ball to open the series. The game began immediately, and wasn't a bad one to watch at all, for the first game of the season.

Through four innings neither side scored, but in the fifth, the Main Mill got two runs, made by Charlie Rafuse and Maurice Tarr. There was another lull in scoring, until the seventh when the Main Mill piled up four more all at once, and the Box Shop came through with three runs, too late to do much good.

Bradley, pitching for the Box Shop, struck out 12 men, and Bowles, for the Main Mill, struck out 11.

A four team League has been formed this year, with teams made up as follows: No. 1 Box Shop, representing men from No. 1 Box Shop; No. 2 Box Shop, representing men from No. 2 Box Shop and the Office; Norwood, representing men from the Flooring and Roofing Plants; Main Mill, representing men from the Main Mill and Engineering.

A complete schedule has been drawn up for the season, but due to conflicts with baseball schedules of other teams, there have had to be several changes. The latest correct schedule is published below, starting with the second game of the season, on May 26th. One game, between the No. 1 Box Shop and the Norwood teams, which was scheduled for May 19th, has been postponed, and the date on which it will be played will be announced later.

Visitors At Our Plants During May

East Walpole and Norwood Plants

Mr. V. M. Hawkins, Lumber Specialty and Warehouse Company, Boston.

Mr. Adolph Pfund, Secretary National Retail Lumberman's Association.

Mr. Paul S. Collier, Secretary North Eastern Retail Lumber Dealers' Association.

A. Wilson, Glasgow.

F. H. Willard, President, Graton & Knight Co.

Messrs. Maloney, Keegan & Mandel of Certified Floors, New York City.

Messrs. Dailey, Hamilton & Hemenway, Geo. E. Keith Co.

Messrs. Tarlow & Berig of Stone Tarlow, Brockton.

Messrs. C. N. Howe and Chas. A. Pooke, Union Lumber Co., Natick.

W. R. Brown, Brown Package Co.

A. C. Towne, Brown Package Co.

Courtenay Crocker of Courtenay Crocker & Co., Inc., and Mr. Navailles of France.

Group of students from Mass. School of Art brought here by Mr. H. H. Blattner.

Two groups of students from the Harvard Business School.

Chicago Roofing Plant

Messrs. C. Bougher and Hartman, Kokomo Roofing Co., Kokomo, Ind.

J. A. Miller, Wisconsin salesman.

Mr. L. L. Williams, Williams Roofing Co., Muskegon, Mich.

Mr. W. E. Gleason, Consumers Lbr. & Coal Co., Portage, Wis.

R. B. Walker, Northern Wisconsin representative.

Messrs. Frey and Dingman, Frey Bros. Lbr. Co., Michigan City, Ind.

Mr. A. C. Steifel, Mountain States Roofing Co., Denver, Colorado.

Mr. Westcott, Chicago Floor Covering Office.

Mr. Sawyer, East Walpole.

Departmental Baseball Schedule

Date	Home Team	Visitors
Wednesday, May 20	No. 2 Box Shop	vs. Main Mill
Tuesday, May 26	No. 1 Box Shop	vs. No. 2 Box Shop
Wednesday, May 27	Main Mill	vs. Norwood
Tuesday, June 2	No. 2 Box Shop	vs. Norwood
Wednesday, June 3	Main Mill	vs. No. 1 Box Shop
Monday, June 8	No. 2 Box Shop	vs. Main Mill
Wednesday, June 10	Norwood	vs. No. 1 Box Shop
Monday, June 15	Main Mill	vs. Norwood
Wednesday, June 17		OPEN
Monday, June 22	Norwood	vs. Main Mill
Wednesday, June 24	No. 2 Box Shop	vs. No. 1 Box Shop
Monday, June 29		OPEN
Wednesday, July 1	Norwood	vs. No. 2 Box Shop
Monday, July 6	No. 1 Box Shop	vs. Main Mill
Wednesday, July 8	No. 2 Box Shop	vs. Norwood
Monday, July 13		OPEN
Wednesday, July 15	Main Mill	vs. No. 1 Box Shop
Monday, July 20	No. 1 Box Shop	vs. No. 2 Box Shop
Wednesday, July 22		OPEN
Monday, July 27	Main Mill	vs. No. 2 Box Shop
Wednesday, July 29	Norwood	vs. No. 1 Box Shop

MICHAEL J. CONNOLLY

MICHAEL J. CONNOLLY, a Bird & Son worker for sixteen years, died at his home, 354 Washington Street on Friday, May 15th.

Mr. Connolly began work with the company on the first of June, 1910, in the sorting department. In February, 1913 he was transferred to the Oiling and Cleaning Department of the Main Mill, where he worked until ill health forced him to retire in 1926.

He is survived by his wife, Mrs. Hannah Connolly, one daughter, Elizabeth, a brother and three sisters. The brother, Festus Connolly, is a member of the Bird organization at the present time, working in the Oiling and Cleaning Department.

ACKNOWLEDGMENT

We extend our sincere thanks to our many friends for their kind expressions of sympathy and the floral tributes received during our recent bereavement.

Mr. and Mrs. Raymond C. Call.

CARD OF THANKS

We wish to thank our friends from the No. 1 Box Shop for the beautiful wedding gift given us last month.

Mr. and Mrs. Bruno Stravinsky.



BIRD PRODUCTS

Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt	American Twins Thick Butt	NEPONSET Double Twins	
American Double Twins	Hex-Twins	Lock-Butt	Individuals
Super Twins (Thick Butt)	Giant Individuals	Custom Built Shingles	

BIRD Roll Roofing

Paroid	Art-Craft	Shingle Design	Slate Surfaced
American Ready	Old Reliable	Universal	

BIRD Building Papers

NEPONSET Black	Saturated and Coated	American	Economy
Refrigerator Insulating	Paper Mulch		

BIRD Wall Board

NEPONSET Board, Cream White	American Board
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BIRD Specialties

Asphalt Felt	Paroid Built-up Roof	BIRD Deadening Felt
Plastic Cement	Roof Coating	
BIRD Insulating Board	Art-Bric Siding	

Flooring Division

BIRD Rugs	BIRD Floor Coverings	BIRD Tile Flooring
BIRD Rug Border	BIRD Lining Felt	

Box Division

Solid Fibre and Corrugated Paper Shipping Cases	BIRD Shoe Cartons
NEPONSET Waterproof Paper Flower Pots	Tack and Screw Boxes
Flower Pot Covers	

Special Paper Division

Standard Pressboard	—	Rocket and Torch Paper
Dry and Waterproof Felt Papers for Special Purposes		

BIRD & SON, inc.

Established 1795

EAST WALPOLE, MASS.



{List of Bird Products on Inside Back Cover}

BIRD'S NEPONSET REVIEW

Vol. XIX

July 1931

No. 7

BUSINESS AND BIRD & SON, inc.

A Message From Our President

WHEN we consider our own record and compare it with that of other industries, this whole organization can have the feeling of satisfaction that comes from giving one's best to his day's work. It has been "a good job well done".

We are not yet on full time, but running conditions seem to be improving, especially in the Roofing Division. When the so called "depression" started, every man seemed to work just a little harder, and if we have made a better record than some, it is due to lessons well learned in past years. Work, efficient work, which cuts down costs; hard work, which builds up sales; good work, which keeps the quality up—has pulled us through. New styles, new products, new and better methods of distribution, improved processes and machines, have put us in a position for more and better business. We must keep on reducing costs of production and distribution. We reaffirm our policy—to keep our normal force working as many hours as possible with no rate reduction except as the very last resort.

Some one said the other day—"We are lucky in running as well as we have". No. It isn't luck. It is the result of the consistent, intelligent, hard work that our particular group of workers has, over a long period of years, learned to practice.

P. R. ALLEN.

SUGGESTIONS

AT the meeting on June 3rd, the following suggestions were classified as showing savings in cost of manufacturing, and awarded \$10 each:

Adjustment Screws on FFPM1 Paint Boxes Nelson Phillips, FFP
Cut Down Size of Shingle Display Boards Charles Rafuse, EMS

The following were classified as of intangible value, and awarded \$5 each:

Guards to Keep Glue off Belts on FXRM13 Ernest Field, FXR
Method of Greasing Drive Gear on FXRM13 Ernest Field, FXR
Overflow Pipe at FBPM5 John Folan, FBP
Sheet Iron Protecting Piece on Wall Lewis Keddy, DMP
Tool Holder on Lathe Charles Rafuse, EMM
New Method of Creasing Telescope Cases Lee Ward, FXW

Ernest Field, FXR, was awarded an additional \$10 for having had five suggestions accepted.

A CHANGE IN POLICY

IN keeping with the times, the Advisory Committee of the *Neponset Review* has decided to cut expenses temporarily by issuing every second month a smaller edition of the *Review*. Such editions will appear in July, September, and November of this year. The August, October, and December issues will be of the usual size and form.

This change was made only after long deliberation on the part of the committee, but it was felt that the *Review* should be no exception, when every other department throughout the mills is economizing as carefully as possible. Business throughout the country is still far below normal, and we must still continue to practice strict economy. Now, just as much as for the past twelve months, we must not spend a single moment or a single penny except to improve our business. We can only manufacture as fast as we sell. All our efforts must be turned in that direction.

This small issue of the *Review*, and the others which will follow, will be part of our contribution toward helping bring the business of Bird & Son back to normal.

NEW GOLF LEAGUE ORGANIZED

SINCE our last publication, a new organization has been formed at Bird & Son—a four team Golf League, with teams from the East Walpole and Norwood Plants. The teams and their managers are as follows: Office, Ben Taylor; Flooring, Frank Sutherland; Main Mill, Dimon Merrill; and Sales, P. H. Bailey.

The schedule calls for one match for each team every week, and each match is divided into two foursomes, two men on a team.

To date, June 26th, the standing of the teams is as follows: Office, 12; Flooring, 10½; Sales, 5; and Main Mill, 4½.

OUTING PICTURES

GROUP pictures of the Bird Club Outing are now on sale at the Neponset Credit Union and from Charles O'Connor, Roofing Laboratory. Price, \$1.00.

A full story of the Outing will appear in the August issue of the *Review*.

Safety Trophy Back In Chicago

ON last January 29th, the Chicago Plant said good-bye to the Safety Shield, not expecting to see it again for a good long while. But what has been Phillipsdale's and No. 2 Box Shop's hard luck, has been Chicago's good fortune, and once more the shield is back in their hands, this time, they tell us, for a very extended visit.

On May 29th Louis Hertel of the No. 2 Box Shop had the misfortune to have a die shaft drop on his foot, fracturing his toe and putting him out of work for over a week. This was the end of the story for the Box Shop, ending their no-accident run of 499 calendar days from January 14, 1930, to May 29, 1931.

Chicago has a long climb, even to equal its previous record of 506 calendar days, but with the Trophy to inspire them, and with everyone enlisted in the cause of Safety, they have great hopes for the future—and we have hopes for them, too.

We hope the shield won't have to travel East again, until long after even the Roofing Mill's record run of 700 days has been broken. Good luck, Chicago.

C. H. Andrews	Box Sales Manager	24
A. H. Russell	Purchasing Agent	24
John Graney	Flooring Plant	23
Fred Weiss	No. 2 Box Shop	22
John Zabrowski	No. 1 Box Shop	20
Holly B. Dyer	Finishing Mill	20
Carl Osterlund	Maintenance	20
William Luvicki	Paper Mill	15
Arthur A. Smith	Paper Mill	15
John Coroski	Roofing Plant	15
Eli Chamberlain	Supt. Roofing Plant	15
G. R. Cocke	Flooring Sales	10
Alphonse Julis	Paper Mill	10
J. L. Geraghty	No. 2 Box Shop	10
Vincenzo Meomartino	Roofing Plant	10
P. F. Rogers	Main Office	10
R. B. Wadsworth	Flooring Sales	10
John E. Johnson	Maintenance	10
William McLaughlin	Roofing Plant	10
Wesley Ahlgren	Auditor and Office Manager	5
Stuart Farris	Flooring Plant	5
Harold Watson	No. 1 Box Shop	5
Patrick O'Toole	Flooring Plant	5
Michael J. Connolly	Flooring Plant	5
Hjalmar Hyrski	Phillipsdale	5
Helen Ballough	Chicago Roofing	5
Anne Kelly	Chicago Roofing	5
George Groendyke	Chicago Sales Corp.	5
Mary McWade	Chicago Sales Corp.	5



ROBERT ORR

ROBERT ORR, for twenty-seven years a worker at Bird & Son, died suddenly on June 5, 1931, after an unsuccessful operation at the Norwood Hospital.

Mr. Orr, who was born in Limavady, Ireland, came to work for Bird & Son in September, 1904. He began work in the Boiler Room, and always remained in the same department, holding the position of water tender the past twenty years.

He is survived by two brothers, one in Ireland and one in North Dakota, a sister in Ireland, and a cousin, Mr. James Torrens of Norwood. Funeral services were held at the East Walpole Union Congregational Church on June 7th, and were attended by many of his friends from Bird & Son.



MICHAEL WHITE

ON June 17th, Michael White of the Main Mill Beater Room died at his home in Norwood, from a sudden attack of pneumonia.

Mr. White was one of Bird & Son's faithful workers, with a record of twenty-four years with the company. He started work in 1907 in the Cutting room, remained there for 17 years, until 1924, and was then transferred to the beaters where he continued until the time of his death.

He was born in Ireland 54 years ago. He is survived by his wife, Margaret; a son, Lawrence, a daughter, Margaret E.; and two brothers, Thomas and John, of Walpole.

Funeral services were held in Norwood on Friday, June 19th, with requiem high mass at St. Catherine's Church at nine o'clock.

Norfolk County Baseball League

OUT of three games played in the Norfolk County League this year, Bird & Son has won two, and lost one. Lack of space prevents us from giving details, but the results of each game are listed below. Many veteran players are back again this year—Oakes, Arthur, White, Bowles, Bradley, Graney; and a new comer from Flooring Sales Department, Wylie McIvor, has made a name for himself in the pitcher's box during the last two games. It looks like a very good season ahead with prospects of coming out well toward the top in the league.

June 7th at East Walpole: Stoughton 3, Bird & Son 2.

June 19th at Norwood: Norwood 0, Bird & Son 1.

June 24th at Westwood: Westwood 4, Bird & Son 5.



VETERAN'S SERVICE LIST

WE give below the names of those whose fifth, tenth, and fifteenth anniversaries fall during the month, and of those who complete twenty or more years' service during July:

	Years
James J. Geary	48
Elmer Bartlett	46
Thomas Graney	41
Martin King	39
James Hammond	37
W. F. Geary	35
Eric Anderson	33
Andrew Mannimon	33
James Hadden	28
H. B. Fuller	26
Sam Graves	25
Paper Mill	
Vice-president	
Maintenance	
Maintenance	
Paper Mill	
Finishing Mill	
Maintenance	
Roofing Plant	
Maintenance	
Box Sales	
Janitor	

Notes From Plants and Offices

MAIN OFFICE AND SALES

On the night of May 26th the girls in Cost Accounting held a farewell party for Jessie MacDonald, who left Bird & Son on June 1st. The party took the form of a dinner at Weber Duck Inn.

Miss Walsh (over the telephone): Miss White, have you an extra typewriter you can send up to the billing department right away?

Miss White: I'm sorry. All our Underwoods are in use. But I can send up an L. C. Smith.

Miss Walsh: Don't bother. I haven't time to break in a new girl.

Gladys Noddin is spending a forced vacation at her home following an operation of the nose and throat. We sincerely hope her recovery will be a speedy one.

We welcome Wylie G. MacIvor to the Flooring Sales Department.

Harold Doherty was married to Miss Barbara Barr at a quiet wedding ceremony in West Harwich on June 1st. The newly weds will reside in Hingham for the summer. We extend our heartiest wishes for their happiness.

Alice Clem attended the Commencement exercises of the University of Maine last month, from which institution her brother, Peter, was graduated, with a B.S. degree. Alice says she very much enjoyed being a "co-ed."

We extend our congratulations to Bob Beattie, Roofing Salesman, who was married on June 20th to Miss Katherine Prime at Laconia, New Hampshire.

A very unusual honor was given to three East Walpole girls last month when they became Eagle Scouts—the highest ranking they can attain. The three girls were Pauline Rogers, daughter of B. D. Rogers, Nancy Graves, daughter of George M. Graves, and Mary Murray, daughter of George Murray, Maintenance Department. We congratulate these girls and their families.

PAPER MILLS

East Walpole, Mass., Mill

Carlo Salvatorelli of the Stock Handling Department has returned to work after six months leave of absence spent in Italy.

The Boiler Room remains silent on notes, this month, out of respect to our former co-worker, Robert Orr, who died June 5th, 1931.

Jim Maguire and Gene Connolly have taken great interest in Ping Pong lately—Note: Ping Pong table is located in Jim Maguire's cellar.

Jack Bradley has traded his Canary for a green Chevrolet. That's one for the Irish!

Phillipsdale, R. I., Mill

We were sorry to hear of the death of Jimmie Blessing's mother recently in Rumford.

New cars have been reported by Holter, who has forsaken his "Weilie" for a Studebaker, and Pat Broderick, who has a Chevrolet.

Charlie Smith is commuting daily from Barrington where he has taken up a temporary residence. His "Pierce-Arrow" is rather convenient traveling back and forth to work.

Vacations have been taken by Charlie Cyranock, Frank Perry, Adolph Adamonis, Tony Sousa, and Harold Hey.

Lewis Jennings is building a large henhouse on his property at Ocean Grove. It looks as though he might be going in the poultry business to compete with Ted Maddern and Jack Mello.

Rex Salisbury is starting early preparing for next winter. We understand he has bought one of those new boilers which burns ashes and only needs to be looked at once a month or so.

BOX FACTORIES

No. 1 Box Shop

Herbert Lewis is at the Norwood Hospital convalescing from an operation. We all wish him a speedy recovery.

Claude Smith is now the proud daddy of a 7½ lb. boy, born June 19th at the Emerson Hospital.

Russ Tupper is shortly to open his summer home at Lake Archer.

Arthur Colburn is planting his garden for the second time. Washouts ruined the first attempt. Well, that's farmer's luck, Arthur.

Mr. Watson is having his car simonized and prettied up generally. Come on, chickens, here's your coop. (Advt.)

Jeff Connolly has quit riding home with Turenne. Seems the car only goes as far as the barber shop on Saturdays and that leaves Jeff to flat-foot it the rest of the way. His language is very picturesque on such occasions, too.

The engagement of Alli Sorjanen to Norman Wright has just been announced. Miss Sorjanen is employed in the Corrugated Box Department and Norman Wright was formerly a worker in the Box Shop Shipping Department.

Michael Verderber's daughter was a member of the graduating class at Fitchburg Normal last month.

The Box Shop Shippers held their annual fishing party at Brant Rock, under the able leadership of Pop Wiggins; next to the waves, the biggest thing in sight was Koebe's 45 lb. catch.

Bob Morse is taking driving lessons, so he can back out of the driveway without running into someone. We would suggest he put his glasses on the back of his head, as they do no good on the end of his nose.

Happy Hale—alias the King—has gone into the taxi business at night.

John Keefe was thinking of getting married, but due to the depression has put it off again.

John Folan had a good wet vacation. It rained six out of seven days.

No. 2 Box Shop

Walter Hartig motored over the Mohawk Trail during the Holiday weekend and had a glorious time.

Alvah Bridgman is vacationing at Meredith, Maine, and we expect plenty of fish stories when he gets back.

John Lydon thinks Highland Cemetery is a good place to rest. He is seen up there quite often, sitting on a rock, resting his weary bones and dreaming.

Frank Eisenhower has just appeared in a classy new Ford roadster with yellow wheels. He says it won't take him long to cover the first 500 miles.

Although a Ford Coupe can usually hold three quite comfortably, it has just been discovered that when an extraordinary person like Mary McKinnon is an occupant that there is room for only one more. How about it, Mary?

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

Here is a list of some of the new cars at the Roofing Mill this month: Ralph Kemp—a new Essex Sport Tudor Sedan; John Mattson—a new Chevrolet Sedan; James Sword and Edmund Wenstrom—Essex coupes; Arthur Baldof—another Ford.

And speaking of new cars, have you seen the Howard Everett owned Baby Austin? Howard now makes his trips around to the machines in modern style. Doc Watson isn't worried by its presence, he simply strides over it, but hereby publicly announces that it must be kept out of the foreman's office!

Mario Tomasetti is anxiously awaiting the tide to recede, so that a search may be made for his garden.

If you have an oil stove for sale, see Ralph Simmons—bargains guaranteed.

Raymond Call is back after a short illness. Better stay away from New York, Ray.

Al Whitmore and Shorty Cave seem to be well acquainted across the border. What is the mysterious power prompting those frequent weekend trips?

Dennis Driscoll reports a pleasant week's vacation on the shores of the Francis William Park Pond.

Stanley Wassill announces a new arrival in his family—a 10 lb. boy, born on June 22nd, 1931. Congratulations, Stanley.

Chicago Mill and Office

No. 1 Machine had non-stop runs on June 9th and 10th, making the 23rd for the year.

O. B. Schreen attended the meeting of the National Association of Credit Men at Boston.

Ernie Grosscup and Bennie Macklin from the Mill, and Betty Borkenhagen of the Stenographic Department are away on vacations. Bob Brebach, Harold Altman and J. Johnson are leaving on the 20th.

The following good news was posted on the bulletin boards recently in the form of a memo from Mr. Hird: "We were glad to receive notice the other day that the Safety Trophy was being returned to Chicago. I was particularly glad because it demonstrated that in spite of the little hard luck we had in January everybody in the Plant was still thinking SAFETY, and don't forget that the holding of this trophy depends on everyone's individual effort. The responsibility rests on us all and the credit for holding it belongs to us all individually."

Florence Olson of the Accounting Department was married to Mr. Fred Darugh on June 6th. We offer them congratulations and hope they will make good use of the handsome set of silverware which was the gift of the office force.

Ray Gusick of the Sample Department was also married on June 6th, and is spending a two weeks honeymoon in Minnesota. More congratulations.

The news of the death of Mrs. Arthur Glennie on June 12th was a shock to her many friends in the office here. She was formerly Dorothy Baldwin, daughter of Ed Baldwin of the Nail Room, and ran the switchboard for about a year.

FLOORING PLANT AND OFFICE

Norwood, Mass., Plant

Because of illness Elmer Noddin of the Laboratory has found it necessary to suspend working, temporarily.

Arthur R. Cripps who graduated this year from Northeastern University with the degree of Bachelor of Chemical Engineering, is now working in the laboratory. We are glad to welcome him back again to the place where he used to work as a Co-operative student. The same sunny disposition is in evidence.

Frank Clem, true to his old love (s)? has bought another Chevrolet. He says the old one was "corrugating" him.

It seems that Lester Evans took Walter Sword with him on "date" night a while ago, and now Lester says he believes that the guy that wrote the song about your best pal stealing your gal was right! Never mind, Les, Swordy can't help it if he has perfect Technique.

John True has left the employ of Bird & Son to take up a responsible position in Framingham.

Harold Hale had his house painted a few weeks ago. The price has gone up a thousand, now.

A party from the mill enjoyed a fishing trip to Scituate recently. Not many fish were caught, but a good time was reported by all. There was the usual seasickness, of course.

CHICAGO OFFICE

We feel quite proud of George Groendyke, who recently drove his car into a safety island to avoid hitting two women. While George was badly shaken up and slightly bruised, his car was completely demolished. That certainly is an exciting experience, George. We're glad you weren't seriously hurt.

We are glad that Messrs. J. W. Kendall and H. A. Pritchard have joined the Bird family. Mr. Kendall is doing inside sales work while Mr. Pritchard is handling the territory formerly covered by P. L. Agnew.

Another change has taken place. Mary Mac is now "Hello Girl" at our switchboard while Ida is back in the office. If you behave yourself we'll let you stay, Ida; otherwise, out into the warehouse you go.

Alice has returned from her vacation and from all indications it was a huge success. She motored to Albia, Cedar Rapids and Davenport, Iowa, visiting with friends at each point.

This month brought Mr. B. Z. Harty of the Kansas City warehouse in to see us; also, Messrs. Dunn, Groendyke and Jakel.

Art Ternus reports the Credit Department is getting so liberal that they will take certified checks instead of cash.

Speaking of birthdays, both Helen and Cliff brought birthday cakes so we might celebrate with them. We hope both of you get to be septuagenarians so we may enjoy many more of your delicious cakes. When Helen brought hers down, Mr. Tyson said he would have "a small piece, please" but when he got it, said "They sure take me at my word around here." You can't beat Mr. Tyson though. He asked for a piece for Gene, who was at the Mart at that time, but we might have known that men of the sales profession can't be trusted.

Sadie has annexed a six weeks old puppy. She says she wants to call it "Rags," but the rest of the family call it just about *everything*. Anyone who has had a young dog feels that way about it sometimes, but remember—Bird Rugs Defy Water and Wear.

OLD TIMERS' CLUB

THE Executive Committee of the Old Timers' Club is making arrangements for an annual get-together to be held during the latter part of July or the first of August.

Notices giving full particulars will be sent to all members very shortly.

Bird & Son Departmental League

GAMES are being played regularly in the Departmental League, and the resulting standing as of June 23rd is given below:

	Won	Lost	Percentage
Main Mill.....	4	1	.800
No. 2 Box Shop.....	2	1	.667
Norwood Plants.....	1	3	.250
No. 1 Box Shop.....	0	2	.000

ACKNOWLEDGMENTS

The relatives of Robert Orr wish to thank his friends at Bird and Son for their kindness and thoughtfulness at the time of his death; also for the floral tributes of sympathy sent to the funeral.

James Torrens.

We acknowledge with grateful appreciation your kind expressions of sympathy during our recent bereavement.

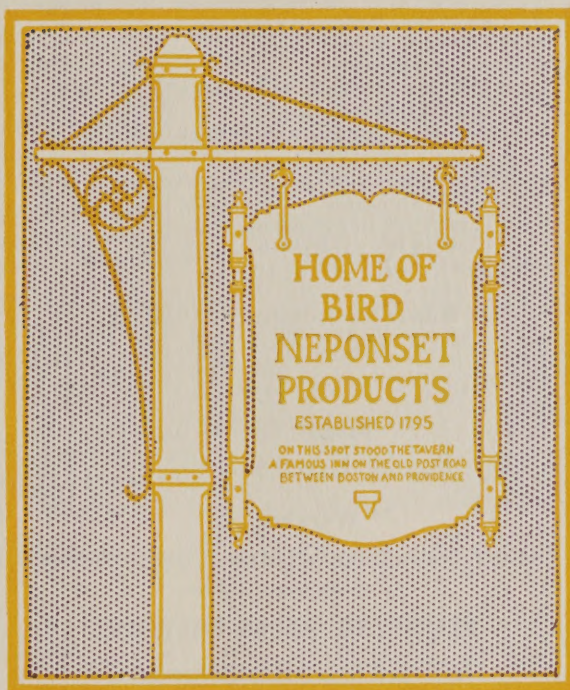
James Blessing and family.
(Phillipsdale)

We wish to thank the employees of Bird & Son, inc., for their kind expressions of sympathy during our recent bereavement.

Mrs. Margaret White and Family.

BIRD'S *Neponset* REVIEW

Planned and Edited by Employees of
BIRD & SON
INCORPORATED
East Walpole, Mass.



VOL. XIX NO. 8

AUGUST 1931



Established 1795

BIRD & SON

(incorporated)



East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.
Phillipsdale, R. I.

Box Factories
East Walpole, Mass.

Flooring Plant
Norwood, Mass.

Roofing Plant
Norwood, Mass.
Chicago, Ill.

Officers

President, PHILIP R. ALLEN
Vice-President, GEORGE R. WYMAN

Vice-President, ELMER H. BARTLETT
Sec. and Treas., AXEL H. ANDERSON

Directors

PHILIP R. ALLEN
AXEL H. ANDERSON
ELMER H. BARTLETT

CHARLES S. BIRD, JR.
GEORGE D. DUTTON
GEORGE C. LEE

JOHN R. MACOMBER
HOWLAND TWOMBLY
GEORGE R. WYMAN

SALES

Paper Sales Division
Vice-Pres. and Mgr.
E. H. BARTLETT

Roofing Sales Division
Manager, P. H. BAILEY
Eastern Mgr., W. E. HALE
Southern Mgr., A. D. KILHAM

Box Sales Division
Manager, C. H. ANDREWS

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Treasurer and Comptroller,
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Asst. Treas. and Credits, D. E. MERRILL
Asst. Treas., H. E. DAVENPORT
Auditor, W. C. AHLGREN
Purchasing and Traffic, A. H. RUSSELL
Assistant, M. J. HAWKINS
Labor Bureau Manager, B. D. ROGERS

Research

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Chief Paper Div., E. L. CONNOLLY
Chief Flooring Div., J. E. GRAHAM
Chief Box Div., J. B. MAGUIRE

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Manufacturing Staff, P. N. HILLS
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Supt. Paper Div., R. A. WILKINS
Supt. No. 1 Box Factory, R. L. TUPPER
Supt. No. 2 Box Factory, W. S. JACKSON
Supt. Felt Div., T. G. HENDERSON
Supt. Flooring Div., R. M. WIGHT
Supt. Norwood Rfg. Div., E. L. CHAMBERLAIN

WESTERN ROOFING DIVISION

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Manager, F. H. HIRD

Superintendent, J. G. YOUNG

Branch Offices

Boston, New York, Chicago

Warehouses

EAST WALPOLE, MASS., NORWOOD, MASS., CHICAGO, BROCKTON, MASS.

FLOORING SALES DIVISION

Bird and Son Sales Corporation

President P. R. ALLEN

Vice-President and Sales Manager, H. E. SAWYER, JR.
Sec. and Treas., A. H. ANDERSON

Eastern Mgr., W. B. ROGERS, JR.

Western Mgr., R. W. WESTCOTT

Branch Offices

Boston, New York, Chicago

Warehouses

ATLANTA, BALTIMORE, BIRMINGHAM, BROOKLYN, CAMDEN, CHICAGO, CINCINNATI, CLEVELAND, DALLAS, DAVENPORT,
DENVER, DETROIT, EAST WALPOLE, GRAND RAPIDS, HOUSTON, INDIANAPOLIS, KANSAS CITY, LOS ANGELES,
MEMPHIS, MILWAUKEE, NEW ORLEANS, OKLAHOMA CITY, PITTSBURGH, PORTLAND, OREGON,
RICHMOND, SAN FRANCISCO, ST. LOUIS, ST. PAUL, SEATTLE, SIOUX CITY

BIRD'S NEPONSET REVIEW

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No. 8

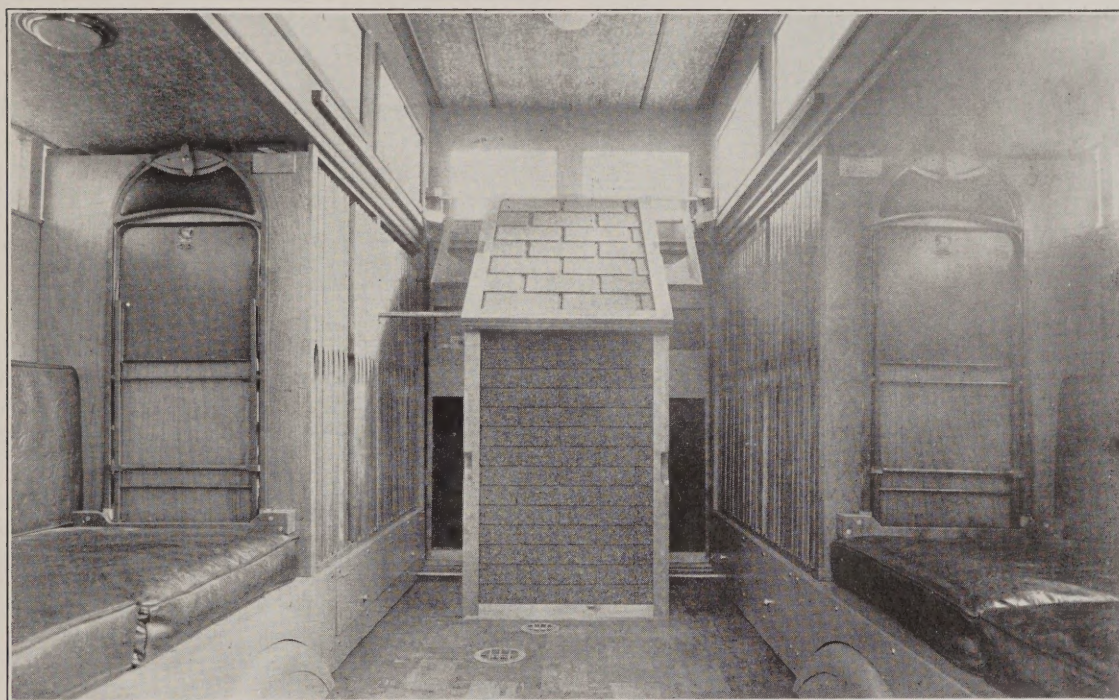
THE NEW BIRD SALESMOBILES

Four Trucks on the Road to Increase Business for the Roofing Department

SALESMOBILE—that word was a sticker for us, until we saw one in operation, but once you have seen one, we think you'll agree with us that the word just fits the machine it describes.

Bird & Son now owns four Salesmobiles, which travel all over the country in the interests of the

construction. Each panel is about 26 inches by 36 inches, fully large enough to give one an excellent idea of the colors and the blends. The panels are all different: all types of shingles are represented—American, Neponset, Super-Twin, and Custom Built Shingles, Art-Bric, Multi-Bric, Clapboard,



Interior view of new Expando Salesmobile truck. Notice the comfortable seating arrangements, the display rack, the panels conveniently stored on either side, and the Bird Tile floor

Roofing Department. They represent the first practical answer to the question of how to sell shingles over the counter. When you buy goods over the counter you see what you are buying. When you order Bird Shingles from the sample displays shown in the Salesmobile, you likewise see just what you are buying.

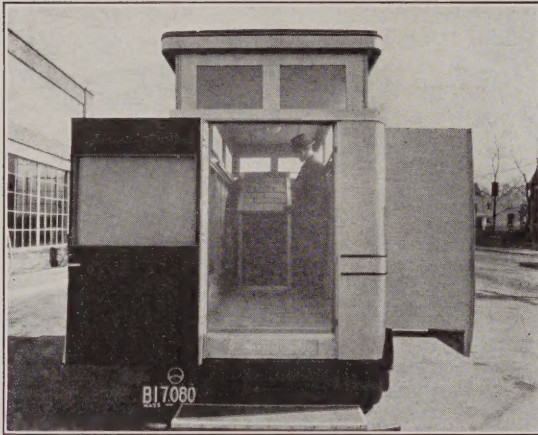
Salesmobiles—for the benefit of those who are still in the dark about the meaning of the word—are no more nor less than large trucks, mounted behind sturdy Ford engines, carrying 52 panels of Bird Shingles, Sidings, Insulating Materials, and Wall Board, laid just as they would be in actual

and Universal Siding are shown, both in single colors and in many of the popular blends.

But perhaps the most unique feature about these Salesmobiles is their compactness when driving over the road, and their roominess when open for display. Each truck is equipped with an expanding feature which is both interesting to observe and practical to operate. The truck drives up, very neat and trim, with the words "BIRD ROOFS—DEMONSTRATION CAR" in large letters on the sides. The operator alights, unlocks the rear door, and then disappears toward the front of the car again, while you stand wonder-

ing how that blank looking wall of metal behind the door is ever going to demonstrate anything.

There is the slight noise of a motor, and suddenly as if the driver had spoken the magic word, the wall before you splits in two, the halves slide back, the top pops up, and before your eyes is a comfortable room, well lighted and inviting. The driver asks you to step inside, which you do, and discover that there is plenty of room to stand up,



A customer visits the truck. The height and roominess of the interior are surprising. The expanding sides and top are clearly shown in this picture

walk about, or sit on the comfortable cushioned benches along the side walls. The demonstrator now unlocks the racks in which the panels are kept, and one by one brings out for your inspection the various shingle and siding designs. A specially constructed rack with an adjustable feature on it permits separate panels to be shown on an angle, reproducing as closely as possible the angle at which the shingles would lie on a roof.

Here for the first time is a real demonstration car for roofings. Prospective dealers and customers can see for themselves all the Bird features about which they may have read or heard—and seeing is believing. The massiveness, the thick butt, and the great variety of colors and color combinations are all there, before your eyes, leaving absolutely no doubt in your mind as to just what you are buying. For the first time, you can purchase your roof as you would your car.

Bird & Son is now operating four of these trucks, three of them in various sections of the East, and one operating from the Chicago office in the West. Already they have proved their worth in increased sales, and it is hoped that through the remaining summer months, they will reach an unusually large number of customers and prospective customers, helping Bird & Son and Bird dealers to enjoy a busy and profitable season. In each territory, the Salesmobiles visit contractors and home owners at the suggestion of, and in the interests of, the local dealers. It is our

aim to give the fullest cooperation possible to the dealers whose sections are visited by this new Expando Salesmobile for Bird Roofs.

MULTI-BRIC SIDING

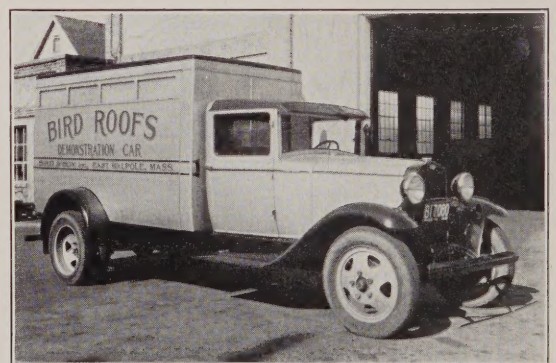
MARKING the biggest step in the siding field since Bird & Son first put Art-Bric on the market, Multi-Bric Siding has now made its initial appearance and is already finding much favor with dealers and contractors.

Multi-Bric makes possible a more speedy and economical application than ever before and embodies all the essential features of the popular Art-Bric. It is made in strips 16" by 36" and on each strip are twelve bricks. Each strip is divided into two halves, the upper half which is plain mortar effect, and the lower half which contains three rows of four bricks each; between the rows are horizontal mortar lines, and between the bricks on each row are vertical cut-outs. When the siding is laid, the "brick" half of one strip is laid over the "mortar" half of another strip, and the vertical cut-outs show up the mortar underneath, completing the brick-like effect and making the finished job look very much like face brick. This wide 8½" headlap also means double protection and double thickness over the entire surface.

The siding comes in the same time-tested colors as Bird Art-Bric—new red, new buff, bright red, and bright red with the white mortar line. Of course blends of colors are not possible, as in the case of Art-Bric, but speed and economy in laying are greatly increased and the high Bird quality maintained.

UNIVERSAL SIDING

UNIVERSAL Siding, the "two-way" siding introduced by Bird & Son this spring, has now become a standard product in our line of siding materials.



Ready for the road—this is the way the truck looks when it is "contracted" and ready for driving

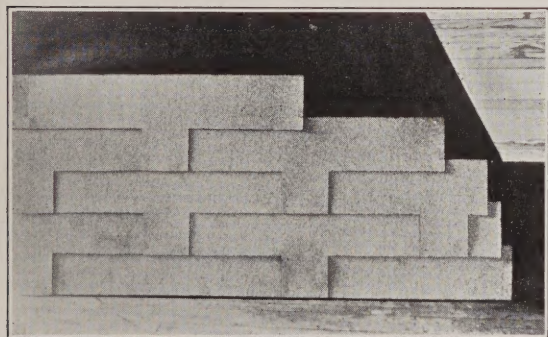
It is made in 36-inch strips, seven inches wide, with a $5\frac{1}{2}$ -inch exposure, and comes in two of the regular Art-Bric colors—the improved red and the improved buff. In the center of each strip is a six-inch tab, from which this new siding gets its name. Because of this tab, the siding is truly “universal,” and can be applied in two different ways. If the tab is left showing, it produces a panel effect, but when the strip is reversed with the tab covered, the effect is similar to asphalt clapboard siding. In fact, Universal Siding is a companion to Bird Asphalt Clapboard Siding, which like Art-Bric is distinguished by the “Thick Butt.”

The accompanying pictures of Universal Siding illustrate its use in the panel style. Various pleasing designs and new effects are possible with this new “two-way” siding, and ingenious builders, looking for something new and easy to apply will find it much to their liking.

The extra tab, besides adding beauty and new design to the siding, has also a very practical purpose in making the finished job absolutely water tight. Whether the tab is used over the shingle joint, or underneath it, it seals that joint effectively against the weather.

Universal Siding is also self-aligning. Each strip has a slit on either end to show carpenter how to line it up with the shingle beneath it. Add this advantage to the fact that there are only 73 pieces to the square and you have a siding that is extremely easy to apply with great speed. It is not a product to compete with Art-Bric. It is in a class by itself and appeals to a different class of users.

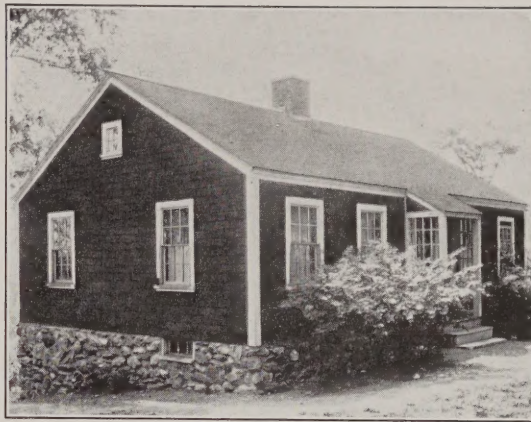
Credit should be given Mr. G. M. Armstrong, who helped develop this new siding. Mr. Armstrong is a Roofing Salesman in Metropolitan New York, and has been with Bird & Son since April, 1928.



Picture showing how Universal Siding is applied. Notice the slit at the end of each strip, used in lining the shingle up with the one below it

QUESTIONS AND ANSWERS

1. When was the Chicago Roofing Mill purchased?
2. What new system has recently been installed in the Neponset Credit Union, and how does it work?



Universal Siding, with the tab outside, applied on the home of Frank O'Neil at 3 Stone Circle, Norwood

3. How many pieces of mail were sent out from the East Walpole office during the month of June?
4. With what cities have we direct telephone lines, and how many lines are there to each city?
5. How many individual lines have we on our own departmental telephone exchange?

Answers to these questions will be found on Page 6.

30

THE STUFF IN A MAN

The test of a man is the fight he makes,
The grit that he daily shows;
The way he stands on his feet and takes
Fate's numerous bumps and blows.
A coward can smile when there's naught to fear,
When nothing his progress bars,
But it takes a man to stand up and cheer
While some other fellow stars.

It isn't the victory after all,
But the fight that a brother makes;
The man, who driven against the wall,
Still stands up erect and takes
The blows of fate with his head held high,
Bleeding, and bruised, and pale,
Is the man who'll win in the by and by,
For he isn't afraid to fail.

It's the bumps you get, and the jolts you get,
And the shocks that your courage stands,
The hours of sorrow and vain regret,
The prize that escapes your hands,
That test your mettle and prove your worth;
It isn't the blows you deal,
But the blows you take on the good old earth
That shows if your stuff is real.—Selected.

Safety Shoes Prevent Crushed Toes, Lost Time and Suffering

DROPPED roll of 8/4, fracturing toe on right foot." "Slipped and wheel of truck ran over foot, crushing it and fracturing two toes." How often we read of such accidents around the mill!

In fact, when your safety committees began to investigate foot injuries at Bird & Son they discovered that fully 75% of such injuries happen to the toes. They also discovered that there had



Notice the Special Steel Safety Toe

been over 50 toe injuries **REPORTED** during the last two years. While the investigation was being made, 8 more cases were reported, 3 of them fractures.

Things were serious enough to warrant special attention. The solution, they decided at last, was Safety Shoes—first-class work shoes with a built-in steel safety toe. It is invisible, placed between two layers of leather, and is constructed in the form of an arch, to give the greatest strength.

Samples of such shoes have been secured and submitted to the various safety committees, where they were enthusiastically received. They are a practical remedy for one very common type of accident.

Very soon these shoes will be on display in your department. Look them over and let your foreman or your safety committee member know what you think of them. You'll find them in all styles and shades, with either leather or rubber heels, and all with the safety toe.

Shoes are something we all must have, and here is a chance to get an excellent quality shoe with the built-in safety toe at no extra cost. You wouldn't operate a machine that wasn't properly guarded. Why take the unnecessary risk of injuring your toes. These new Safety Shoes look good to us, and to the members of the Safety Committees. What do *you* think about them?

SUGGESTIONS

AT the meeting on July 1st, the following suggestion was classified as Improvement to Products, and given an award of \$25:

Marking Lining Felt on the Inside of the Roll

F. W. Jakel, CF

The following were classified as of intangible value, and given an award of \$5 each:

Drill and Fasten Shipping Plates William J. Bothwell, FBV
Method of Preventing Over-travel of Crane Thomas Burns, H
Wooden Tors for Peerless Shipments John Flaherty, FXW
Guide on Undercoat Table Tops John S. Smith, FFN

Signal on Paper Jordan
Tool to Break Set Screws

Edgar Vatcher, DPB
Joseph White, DPC

There were no awards to be made this month for five accepted suggestions.



IS YOUR NAME HERE?

A RECENT investigation brings to light the fact that there are a large number of workers who are well along on the road toward winning one of the special ten dollar awards for five accepted suggestions. We wonder if you realize how many suggestions you have had accepted.

So that you can check up on yourself we are publishing below the names of all those who have two or more suggestions to their credit. If your name appears in the list, it may be easy for you to increase your efforts, have another suggestion or two accepted, and win the additional award of \$10.00.

The following have two suggestions to their credit:

Main Mill: Lawrence Balduf, Edward Geraghty, William Gokey, Charles Grover, Vincent Grudinsky, James Hadden, Coleman Howe, Edward Knaus, Louis Maida, Salvatore Marinelli, J. H. McNeely, James Mulkern, George Murray, John Rasch, Peter Rucstalis, George Smith, R. A. Smith, W. C. Sword, Henry Treen.

Box Shops: Byard Bennett, A. B. Center, Leonardo Ciancarelli, John Clancy, Eric Eklund, James Ginley, Edward Hutcheon, John Julianette, Peter Petroni, Phylis Scampini, Ernest Stather, Mary Stravinsky.

Roofing Mill: Felix Carlson, C. A. Delphy, Thomas Smith, John Walsh, and John Wosner.

Flooring Mill: Robert Barss, Gordon Clark, Nunzianto Famigletti, G. C. Fillmore, Carl Gustafson, Ira Treen, William Walker, Stephen Wilson.

Phillipsdale: Charles Anthony, Harold Hey, Thomas Horridge, Clarence Pierson.

These workers have three suggestions to their credit:

Main Mill: John Bache, John Broadley, Michael Cronin, Peter Folan, William Hall, Dan A. Jones, Oreste Saraca, Felix Thompson, J. S. Walker.

Box Shops: John P. Barrett, Herman Lauble, Constante Lewicki, Arsene Marchand, Bruno Stravinsky, John Wilkes.

Roofing Mill: Arthur Baldof, Charles Chorlton, John Mattson, R. H. Simmons, Mario Tomassetti, Domenic Treventi, Albert Whitmore.

Flooring Mill: John Smith.

Phillipsdale: Darrell Richardson, Thomas V. Wynne.

The following have four suggestions to their credit:

Main Mill: Arthur Doderer, Lewis Keddy, Jesse B. King, Frank Lacivita, Martin Lambine, Herman Nordstrom, E. C. Rafuse.

Box Shops: John Ginley, Laurence Hubbard, John Lydon, Euplio Puopolo, Richard Sprague, Lee Ward.

Roofing Mill: R. G. Fulton, John Howard, Michael Sylvester.

Flooring Mill: Felix Counter, Lester Evans, Nelson Phillips, George Wood.

A bit of extra work—a few more good suggestions—and the additional award is yours. If you have already earned one of them, you know how welcome they are. If you have not—find out.

••

MR. ANDERSON RETURNS FROM SWEDEN

SECRETARY-TREASURER Axel H. Anderson was back at his desk Tuesday, July 21st, after a six-weeks' trip through Sweden with Mrs. Anderson. They sailed on board the Europa June 4th, landing in Bremerhaven, Germany.

From there they visited Bremen and Hamburg, and then took the express for Gothenberg, Sweden, beginning there a series of extended trips to various parts of the country, visiting relatives and friends. At Hyltebruk, they called upon Mr. and Mrs. Ivar Humble. Mr. Humble spent the summer of 1929 studying American Paper Making Methods at our East Walpole Mill.

One of the high-lights of the trip was the three-day journey through the Gota Canal from Gothenberg across the country to Stockholm. It is a trip that can be made by train in about six hours, but by taking the leisurely boat trip, they were able to see much more and become better acquainted with the country which is very beautiful through that section. The canal is a very old one, and has sixty-five locks.

At Stockholm they had the opportunity to go through the palace, and here Mr. Anderson took an interesting moving picture showing the changing of the guard. Another memorable trip was the

one they took to the northern part of Sweden, a very thinly populated section, where there are very beautiful rivers, hills and woodlands. The chief occupation is wood-cutting, and the men live in crude log cabins. Here they were so far to the north that it was light enough to read a paper at midnight. Artificial light is absolutely unnecessary—so much so that power stations shut down in mid-summer to make repairs, and may not run at all for a week at a time.

The return trip was made on the S.S. Gripsholm, sailing from Gothenberg on July 11th, and reaching New York on the morning of July 20th. Besides snapshots made with a regular camera. Mr. Anderson took 1700 feet of moving picture film.



Secretary-Treasurer A. H. Anderson and Mrs. Anderson enjoying a picnic near Stockholm, while on their recent visit to Sweden

••



Box Shop Bennie says that he can Tel-escope box, but he can't tell it much.

Scotch Sandy claims it is just a case of Scotch thrift on the telephone operator's part when you call for ring 3, and she rings only 1.

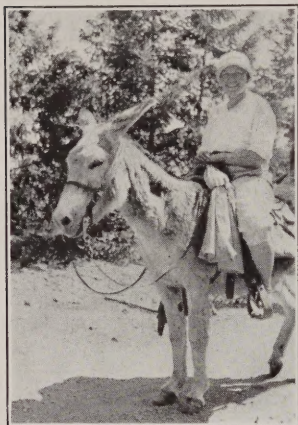
At best, accountants and auditors have a pretty strenuous time of it, but we suppose they Ahl-gren and bear it.

Our shingles and roofings are not only sold by the square, but they are made on the square.

Miss Wadleigh Goes to Colorado

DUDE ranches, wheat fields, petrified forests, blooming cactus plants, and mountains covered with snow and Alpine flowers are a few of the things Evelyn Wadleigh of the Main Office saw on her three weeks' trip to Colorado and back, from which she returned last month.

She and two of her friends left Massachusetts on June 20th, taking a southern route through Southern Pennsylvania, West Virginia, Southern



*"Whoa! Dynamite!"
Evelyn Wadleigh and her
fleet-footed(?) steed, all set
for a ride through Crystal
Park.*

Chio, Indiana, Illinois, and Missouri, arriving in Manitou, Colorado the following Friday. They made Manitou their headquarters for five days, and took trips from there, visiting Pike's Peak (at sunrise), Cave of the Winds, the Garden of the Gods, Seven Falls in North Cheyenne Canyon, and the Royal Gorge, over which there is an automobile road bridge more than a thousand feet above the river bed.

Florissant was their next stop with a dude ranch and a petrified forest as the chief points of interest. The following day they visited abandoned gold mines at Cripple Creek and Victor and drove through Phantom Canyon. At Denver they visited Buffalo Bill's grave on Lookout Mountain, and from that city also drove to Estes Park and up into the mountains to the Continental Divide where they saw Alpine flowers in bloom above the snow line—quite a contrast to the cactus plants they had seen in Manitou less than a week before.

They started for the East on July fourth, taking the northerly route through Chicago, and arriving home on July 10th. In all, they covered more than 5000 miles.

BIRD CLUB OUTING

THE pictures on the opposite page tell better than any number of words what a good time every one had at the Bird Club Outing at Norumbega Park on Saturday, June 27th. Nearly 300 members and their guests attended.

There was something doing from the first 100-yard dash to the final Tug of War just before the big banquet. And what a banquet! It didn't matter whether you had lobster or turkey, things tasted equally good, and you had more than enough. It was a fine program all the way through, and the Committee in Charge from the Roofing Mill is to be congratulated in putting on one of the best outings in recent years.

Winners in the various events during the afternoon were as follows:

100-yard dash (open)—Won by Maurice Tarr, second Frank Lacivita.

75-yard Old Timers' Race for those who have completed 10 to 20 years service with Bird & Son—Won by George Campbell, second Frank Clem.

75-yard Old Timers' Race for those with 20 years service and over—Won by Michael Hawkins, second Benjamin Rogers.

75-yard Needle Threading contest (couples)—Won by Mr. and Mrs. Martin Scampini, second Roy Smith and Miss Harriet Herzog.

Cigar Smoking contest—Won by Warren Manson, second Maurice Tarr.

440-yard Walking race—no prize given.

Ladies' Balloon race—Won by Mrs. Phyllis Scampini, second Miss G. Haslett.

220-yard Obstacle race—Won by Charles Rafuse, second Maurice Tarr.

75-yard Three-legged race—Won by Roy Smith and Frank Hartig, second Maurice Tarr and Charles Rafuse.

Golf Driving contest—Won by William Tylander, second Charles Hooper.

Tug o' War—Won by the team from the Roofing Mill.

Prizes of considerable value were offered in all the contests, and resulted in many contestants and keen competition.

The committee from the Roofing Mill which had charge of the day's program was as follows: Charles T. O'Connor, Chairman, Edward Hiller, Ralph B. Kemp, Nelson Bartlett, Raymond Call.

30

Answers to Questions on Page 3

1. November 1, 1917.
2. A voucher system. For all withdrawals less than \$50.00, members now sign a voucher and receive cash, rather than a check.
3. 73,856.
4. Four to Walpole, four to Norwood, and one to Boston.
5. There are 170 telephones throughout the plant, and 124 different stations, or lines.

30

Key to Bird Club Outing Pictures on Opposite Page

1 Ladies' Balloon race. Phyllis Scampini's balloon has just burst. She was the winner of the race. 2 Going through the hoop in the obstacle race. 3 End of the 100-yard dash. 4 President Allen enjoyed the party, too. With him are his daughter, Nancy, and Halburton Dobbins. 5 Finish of Old Timer's race—Chick Campbell in the lead. 6 And then, there was a Tug-o-War. 7 William Tylander takes a healthy swing and wins the first prize—a golf bag. 8 Cigar smoking contest, showing a few of the methods for obtaining the best draft!

EVERYONE HAD A GOOD TIME AT NORUMBEGA

PICTURES TAKEN AT THE BIRD CLUB OUTING JUNE 27



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No. 8

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In the Interests of the Company and Its Workers
For the Promotion of

Good Service

Good Will

Good Business

MILLS: East Walpole and Norwood, Massachusetts;
Phillipsdale, R. I.; Chicago, Ill.

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The way we are facing has everything to do with our destination.
—Orison Swett Marden.

AN ENJOYABLE VACATION

THE best tonic a man can give himself once a year is a good vacation. It changes his whole outlook upon the world, and gives him courage and fighting power to tackle jobs that seemed impossible two weeks previous.

Vacations are something we can both look forward to and look back upon with the greatest of pleasure. They don't wear out.

And there is only one right way to take a vacation. For one week, or for two, as your case may be, get completely away from the things that are common-place and every day in your life. Do something different—no matter what it is, and forget that your job ever existed.

Then, when your time is up, you can come back with renewed energy to tackle your job, with a new outlook on life, and very possibly with new ideas which will help both you and the company to advance.

Vacations are wonderful things, and we hope that yours this year will be a very enjoyable one.

NOW IS THE TIME—

THE other day we read a good paraphrase on the old wheeze which every student of type-writing will remember well. "Now is the time for all good men to come to the aid of their company," it read; and it stands as excellent advice today and every day.

Business, although it looks a little brighter since the announcement of President Hoover's debt postponement plan for Germany, is still a long distance from where it was in 1928. The business of Bird & Son is no exception, and an honest day's work from every man, President or machine-tender, is what we need today. Bird &

Son has built up a wonderful organization in the past 135 years and it is our trust to keep it going and growing. Continued hard work, and a never-ending desire to know our jobs better and carry them out with better results—this is what we need in August, 1931. The ordinary man can do what he is told, and "get by." The really good man does not need to be told what to do. He knows and understands his business, and because he knows, he can do a better, more efficient job.

Now, indeed, is the time for all good men to come to the aid of their company.

The "Joker" In Installment Buying

By RALPH E. CARLISLE

(Reprinted by permission from the Lever Standard)

IT looks so easy!—"Only a dollar a week." One says to oneself, "Why, a dollar a week! Anyone can pay that." Now that is the joker!

For the purchaser has always used all his earnings, every week, to meet his or her current expenses. Otherwise, he would be able to make a cash purchase from money saved. But once he has signed on the dotted line he has signed away his future earnings, until such time as the last penny has been paid.

We have had actual cases of employees with large families, who have hardly been able to make both ends meet, but who have yet been caught in the meshes of the one dollar a week joker. In many cases the balance due runs from \$300 to \$550. Threats of attachment, and expenses of attachment, keep the employee in hot water and add to the balance due.

In many cases employees behind in their payments become floaters, drifting from plant to plant, but the system operated by the installment group soon locates the delinquent and collection procedure is once again put into effect.

Now we don't intend to say that all installment buying is not warranted. Were that a fact, business would be at a standstill. Intelligent installment buying took care of billions of dollars' worth of United States Government Liberty Bonds. One is seldom in a position to pay cash for his home. If he buys through a co-operative bank, this is merely another form of intelligent installment buying. Other people make arrangements with their banks whereby they are enabled to buy good bonds on the installment system.

What we are trying to point out is that one should hesitate before buying on installments something that is *not* essential. If you feel the urge to own new clothing, new furniture, a new radio, or a new automobile, and you can secure it only by paying installments, *first measure your ability to pay*. Then figure how you can meet your payments, determining at the same time just how much you can save to pay each week. Then

make a 50% factor of safety this way—agree to pay one-half the amount you figure you can afford to pay. Bank the other half, and then if sickness or some unforeseen occurrence arises, you will be able to continue your payments without having your balance due increased by collection costs.

Always think twice, three times is better, before signing a conditioned Sales Contract. Say to yourself:

1. Do I need this?
2. Can I meet the payments promptly?
3. Have I bought (or been sold) more than I need?

If your answers convince you that you are right, then sign. But if doubtful, think it over another day. Don't let intensive salesmanship and bargain-sales-talk drive you into a hasty purchase.

There are just as good fish in the sea as there ever were. There will be bargains tomorrow just as good—and perhaps better—than those of today. Before "keeping up with the Joneses," *stop, look, and listen.*

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LIBRARY NOTES

THE vacationist should not burden himself with a parcel of books on profound subjects—they will too likely be set aside and returned unread.

New books in our library for the season of recreation include:

"Cape Cod: its People and History" by Henry C. Kittredge, a descendant of the first of the early settlers tells the story of the Cape better than one can who has not a special interest in the locality. Beginning with the geology, he follows with an interesting description of the early explorers and the Indian inhabitants, the first settlers, as well as the part played by the Cape towns in the conflicts in which our country has been engaged. Their migratory inclination from earliest times is brought out, and their ingenuity in devising a means of trading with New York and the settlements on the Connecticut River without a long and perilous journey around the Cape. The development and decline of the whaling interests and the merchant marine has received special attention.

"Freighters of Fortune" is the title given by Norman Beasley to his book on the development of transportation on the Great Lakes, bringing in a narrative of the lake country settlements and the working out of the great mining and industrial interest of this section of our country which has so much aided in our national development.

"Pearls, Arms and Hashish," a story of the strange life of Henri de Monfried, a Frenchman who has turned Moslem and who for eighteen years has sailed the Indian ocean, living now as a pearl diver, now as a smuggler of arms and a slave trader, yet who can not be apprehended.

"Education of a Princess" by Marie, Grand Duchess of Russia, granddaughter of Alexander II. Her life story brings in a most vivid account of the Russian Revolution and conditions which preceded it and is told with unusual force and interest.

New fiction:

Trail of the Black King
Father
Longer Day
River By the Sea
Ships of Youth

Armstrong
Arnim
Anonymous
Chamberlain
Diver

Snobs
Silver Flute
Windfalls Eve
Square Circle
Sun Cure
Road Back
Sixth Journey
Lion's Skin
Edwardians
Windmill on the Dune
Certain People
End to Mirth

Dormier
Larrimore
Lucas
Mackail
Noyes
Remarque
Rosman
Sabatini
Sackville-West
Waller
Wharton
Williams

••

HEALTH NOTES

WE hear a great deal of generalizing about the various Vitamins, and how they are needed for building up health, but here is a compact list of the Vitamins, telling where they are found and why they are useful.

Lack of Vitamin A may cause blindness: Vitamin A is to be found in butter, cream, egg yolk, liver, kidneys, and in the leafy vegetables.

Lack of Vitamin B may cause beriberi; Vitamin B is found in spinach, turnips, radishes, water cress, lettuce, raw cabbage, brussels sprouts.

Lack of Vitamin C may cause scurvy: Vitamin C is found in tomatoes, orange juice, celery, fresh peas, and cabbage.

Lack of Vitamin D may cause rickets: It is found in greatest abundance in Cod Liver Oil.



Vice-President and Mrs. G. R. Wyman on the steps of the bull ring at Lisbon. Taken during their six-weeks' cruise on the Mediterranean.

Notes From Plants and Offices

MAIN OFFICE AND SALES

Margaret Poff	Sabina Costello	Alice Fales
Alice Clem	Gladys Noddin	Beatrice Severance
Ida Milesky	O. C. Turkington	John Andrews
	Elizabeth Lawson	

Hampton Beach was the vacation playground for Anna White and Edith Goodwin. Flora MacDonald preferred Martha's Vineyard—and Nellie Patinsky stayed quietly at home.

Thelma Patton, Roofing Department, spent a very enjoyable two weeks touring Canada.

A. F. Grant, Roofing salesman in Eastern Pennsylvania, promised to "Love, Honor and Obey" Miss Esther Sorsberg of Rehoboth, Mass., on July 4th. They will reside in Philadelphia.

Anyone interested in making non-stop week-end flights to Albany and points west, communicate with W. G. MacIvor, Flooring Sales. He has built up quite a reputation in this line.



Prominent sign of J. J. Moreau & Son, Manchester, N. H. There is one at each end of the city on the main road. Taken last winter by C. T. O'Connor

C. H. Andrews spent two weeks' vacation with his family at Thompson Lake, Oxford, Maine.

Marshall Lee and family enjoyed a quiet vacation in Wareham, Mass.

Alice Clem is a passenger on the S.S. Paris, sailing for Bermuda and Halifax.

The Purchasing Department received a requisition the other day for a black salesman's brief case. Can anyone tell us what territory this "black salesman" has? We'd like to meet him.

We welcome L. E. Porter to the Roofing Sales. He is travelling in the Massachusetts and Vermont territory of D. F. Pendergast during Mr. Pendergast's illness.

We are glad to hear that D. F. Pendergast is improving. We hope he will soon be back on the job again.

We are sorry to learn of the death of R. W. Graffam's father, and we extend Mr. Graffam our deepest sympathy.

We hear that Scottie Robertson's little girl, Jean, won first prize at the Elk's Carnival in Norwood on June 20th, for the best dressed girl. Leave it to Scottie to pick prize-winning costumes for the women! He's an authority.

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran	John F. Burke
Herbert L. Badger	John H. Maguire
Welthea Smith	Mary Driscoll
Herman Nordstrom	John DeCosta
John Maitland	Mario Boragine
Sophie Novick	
Halburton Dobbins	

Vacations so far this summer include the following:
Ed Fitzgerald and Dave Fitzgerald, short trips.

John Poulosky—Bailing out his cellar. (It rained five days out of six!)

Nicola Troiano—South Walpole.

Tony Yuhasky—Cleveland, Ohio.

Coleman Howe—Newport, R. I.

Jack Curran—Prince Edward Island.

We welcome Irish Oakes to the Stock Transfer office, and we all hope that his stay will be a long one.

Several complaints have come to this office concerning a worker in this plant who has been selling smoky eggs. The explanation is easy, however, since the grain he has been feeding his hens came from a fire sale!

If you would like to borrow a good set of golf clubs, see John Muse—they're the best in town!

H. L. Badger has just returned from a vacation spent at Little Neck, Ipswich.

William Lewicki and Tony Aventuraoso have had their service vacations.

Phillipsdale, R. I., Mill

Rexford H. Salisbury

David S. Lowry

John H. Nolan

Leslie E. Howard

Frank Mello bought a rug recently but could find no way to get it home so he harnessed himself up to an old oxcart which some of the fellows had fixed up with old rubber tires and was soon seen merrily on his way.

The 11-7 shift from the cutter room, going home Sunday morning recently, went through the circus grounds and among the things stumbled over were several pieces of money including a 20-dollar goldpiece. These men are for bigger and better circuses.

Thomas Horridge announces the birth of a daughter on Sunday, July 12. Congratulations.

Two of our men received checks for \$5 this week for accepted suggestions—Ed Vatcher and Joe White. These checks will come in handy for vacation money.

We are sorry to hear of the death of Joe Brago's mother-in-law on June 22.

Ray Catlow, Charlie Anthony, Francis Hall and Bill Callen went on a grand and glorious fishing trip using Catlow's machine. No fish were caught but a good time was had on the way home fixing the four blowouts which were picked up.



Carlo Salvatorelli, Main Mill Stock Handling Department, who returned last month from a six-months' trip to Italy

About twenty of us are having our vacations during this month. Rose McKenna is spending some time at Matunuck and Rex Salisbury installed that new boiler of his. Frank Mello left Sunday night by boat for a week's vacation in New York City. He is going to have a bang-up time and spend \$50 while looking the place over. Frank will be busy answering questions about the big city when he gets back. We haven't yet heard from any of the others.

BOX FACTORIES

East Walpole, Mass.

No. 1 Box Shop

Edward Gronroos
Herbert Lewis

Charles H. Mutch

Ralph Watson
Ralph Farris

Joe Keefe and his grandmother spent a week at Wells' Beach.

Mike Verderber is vacationing at Alstead, N. H.

Wilmer Wiggins made hay while the sun didn't shine at London, N. H.

Kenneth Towle and Ernest Koebe hold joint honors for the blueberry picking championship of the Shipping room.

Domenic Long has a classy new roadster.

John Hunter, safety mentor, is keeping everybody on his toes during these dog days.

Congratulations to Richard Sprague who announced the arrival of a boy in his family on Monday, June 29th.

No. 2 Box Shop

Edward Scanlon
Catherine Brady

Frank Eisenhaur

Christine Sherer
Anna Duffy

Peter Bridgman arrived home from Maine safe and sound after spending two weeks in the wilds. He's way ahead of us now on fish stories. He says he came home many a night loaded (don't get us wrong) with fish. Anyway, Peter, we're glad to see you looking so well.

Annie Duffy must have lots on her mind these days. She says she has been doing lots of things she never did before—including embroidery at noon time, and setting up forms wrong during working hours. So she has decided to take a rest up in the hills of New Hampshire. We all hope she gets a good rest.

Gertrude Farley visited her home in Maine over the holiday.

Frances Murphy is spending her vacation taking day trips.

Ernest Stather motored to Canada on his vacation—and failed to show up on Monday. Did you get lost, Ernest?

We sometimes wonder why Frank Eisenhaur wastes his time in the Printing Department. With a talent like his, he should be whistling behind the footlights on Broadway. The remarkable thing about it is that nobody knows just what he is whistling—including Frank himself. We should also like to inform the Engineering Department that if at any time the mill whistle fails, to call on Frank. He is always willing to oblige.

Ambrose Fitzpatrick is enjoying a quiet two weeks at "Home Beach." Outside of a good case of sun burn and an overdose of poison ivy he is enjoying the best of health and having a wonderful time.



Claude Smith of No. 1 Box Shop walks into the office for another order for the new cutter on which he works. Al Kendall is handing the paper to him

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

Charles Savage
John White

Charles Seavey

Charles Watson
Edward Hiller

Vacations of service men include the following:

Finishing—Michael Mohan, Andrew Manimon, James Porchiunsky, James Phelan, William Standish, Paul Krucas, Roy Packard, Elmer Jordan, Everett Lindquist, Eugene Donicelli.

Machines—John Eppich, Louis Delksever, Mike Damules, Adolf Kotak, Patrick Reardon, John Treconis, Enrico Macchi, Dominic Treventi, Antonio Protassius, George Polumbo, James Loughman, John Graham, Vincenzo Meomartino, Stanley Alukonis.

Shipping—Gustaf Johnson, Bartley Murray, Pierino Palazzi.

Yard—Enos Masciarelli, Tony Willotta.



Al Kimball scores a run in a game between No. 2 Box Shop and Norwood

Stock Handling—Salvatore Lacivita, Thomas DePlagiata, Patrick Feeney, James Surette, James Sword, Pompey Lagerta.

Other vacations include: Granville Baker ducking the rain drops in Westwood, John Foley traveling to the dry country in Canada, Eli Chamberlain to the Beaches, Tim Dowling taking in the Ball Games, Charles O'Connor Boating, Bill Murphy, Mike Sheehan Motoring, Charles Seavey, New Hampshire and Vermont, Milton Beasley Motoring, George Smith also.

Federigo Federigki now has a license and a Model A Ford. Watch out for the Walpole Cops, Freddie.

Pineapple Clips are quite noticeable this hot weather. Some of the boys are quite bashful about them and keep their hats on but we are bound to see them, boys.

Paul Sansone and Louis Currier have been in several close conferences lately. We are wondering what it is all about.

Patsy Alberico has become a benedict having been married during the month. He is now living on Washington Street, East Walpole. Best of luck, Patsy.

Billy Sebel had bad luck turn on him full force one night recently when his home burned down, ruining pretty nearly everything. Our sympathies, Bill.

Charlie O'Connor recently bought a movie camera, and after buying a goodly supply of films, he started cranking. He cranked everybody and everything at the roofing mill, went to Nantasket and cranked, he went to Foxboro and cranked. After a week of cranking, he began to wonder how much more film he had left. Upon investigation he found there had been no film in the camera at all. We suggest, Charlie, that you hitch the camera up to a music box, so your efforts won't be in vain next time.

FLOORING PLANT AND OFFICE Norwood, Mass., Plant

John S. Smith
Tom Rogers

Kaino Paajanen

Lester Evans
Lawrence Gammell

The Flooring Laboratory is rather deserted these days. Elmer Noddin, Bert Seekins, and B. H. Bailey are out sick, James Hanley is away on his vacation, and Leon Wilson has left to accept a position at Morrill's. Arthur Cripps is left to carry on alone. (Editor's note: He can do it, too—carry on, we mean.)

Frank Clem and Gordon Wilson are thinking of starting a zoo. Frank brought in a turtle one day, and Gordon has been collecting mice.

Marion Kissell is spending his vacation at Coney Island.

Leon Wilson has left Bird & Son to take a position at Morrill Ink Works, as assistant Superintendent.



Glenn Young, who has just completed his first year as Superintendent of the Chicago Roofing Mill.

CHICAGO OFFICE

V. D. Szukalla

Gladys L. Davis

Gwen Blackmore whispered to us that "Witty" won the Illinois Women's doubles championship with Mae Courvorst of Wichita, Kansas, in the tournament held at the Chicago Town and Tennis Club recently. These Wittleaders!

And speaking of championships—Lillian holds the office record for breaking strings of beads. What's your score now, Lillian?

We have received the following report on the opening inter-company golf tournament held at Oak Hills Country Club on June 20 from Tom Howells:

"About fifteen golfers of various sizes, shapes, ability and attire responded to the invitation to participate in the first golf tournament of the year, Saturday, June 20th at the Oak Hills Country Club. The tournament was a big success from every standpoint, and every participant, regardless of his score, enjoyed himself."

Mr. Westcott has returned from his combined business and vacation trip. He left his family at Mattapoissett on Point Connett in Buzzard's Bay, Massachusetts. Judging from the name, Mr. Westcott, it must have been an ideal vacation spot, but next time will you please select a place easier to spell—such as Peoria for instance.

Evelyn and Helen both spent their vacations at home this year. They were fortunate in being away from the office during that hot spell with the thermometer flirting with the "Lower Regions."

When we were just about wilted from the heat, Gene saved the day by forwarding a check, which he asked be used to treat the office force. As a result "ice cream sodies" were enjoyed by all.

Gladys spent her remaining week's vacation "tinting her epidermis" at Long Lake, Illinois. How large did you say that fish was you caught?

Effective July 1, J. A. Petitclair has taken over a Chicago territory and W. K. Smith is now doing special promotional work both inside and outside.

E. R. Moore is handling the Iowa territory formerly covered by J. A. Petitclair.

C. W. Hodes is traveling in C. A. Boiteau's old territory, while Mr. Boiteau is now working in Minneapolis and surrounding towns.

Little Dick Reid, three years old, created quite a sensation while visiting the office with his dad. The girls sure must have a weakness for red hair, because he was overwhelmed with attention.



Virginia Howells, daughter of Tom Howells, Chicago Flooring office

Our other visitors this month were Bill Dunn, Geo. Groendyke and Fred Jakel.

Birthdays seem to be coming in pairs lately. Lillian and Sadie invested in the usual birthday cake for the office, and it was served in the usual manner. We had an Angel Food and a Devil's Food cake so no one was slighted.

Miss Virginia Howells sent us her picture, which appears in this *Review*. She certainly is a lady of fashion with her ankle-length dress. Even though she now has a "boyish bob" she claims she is "letting it grow." It won't be long now, Tom, and you'll hear "Dad, may I have a check? I need . . ."



Edward Junior, 7 months' old son of Edward Stulik, Chicago Roofing Mill.

OLD TIMERS' CLUB

ON Wednesday, July 29th, the Old Timers' Club is holding its annual meeting at the Music Court in Francis William Park. A band concert, special stage entertainment, and refreshments are on the program for the evening, and a large gathering is expected.

In the September Review we will publish the complete story of the meeting.

Norfolk County Baseball League

THE good season predicted for the Bird & Son team this Spring has arrived, and out of nine games played only three have been lost. As of July 22nd, we have played seven games in the first half of the schedule, winning five and losing two, and two games in the second half, winning one and losing one.

L. P. Balduf	8- 1-1906	Paper Mill	25
M. J. Hawkins	8- 6-1906	Traffic	25
John Blazonis	8-15-1907	Paper Mill	24
Michael Coyne	8- 1-1908	Paper Mill	23
George Stone	8- 7-1908	Paper Mill	23
John Wilkes	8- 8-1908	Box Shop	23
J. D. Countway	8-20-1909	Power and Steam	22
O. J. Goodspeed	8- 2-1910	Box Shop	21
Samuel Hunter	8-29-1910	Box Shop	21
Fred B. Duncan	8-24-1911	Maintenance	20
R. C. Floyd	8-20-1911	Assistant to President	20

The No. 2 Box Shop Baseball Team, which is leading in the Departmental League. Standing, left to right: Ambrose Fitzpatrick, Joseph Erker, Frank Eisenhaur, James Mack, John Bradley. Kneeling: William Tylander, Albert Kimball, Howard Whitney, Eino Heikkila.



Three games remain to be played in the first half—one each with Stoughton, Canton and Norwood.

In addition to the regular games of the League, Managers White and Hunt are staging extra games of special interest with other baseball clubs. On Friday night, July 17th, we played the Providence Colored Giants at East Walpole, taking them over the traces to the tune of 6-1.

On Friday the 24th, we took on the Philadelphia Colored Giants, with a score that night of Bird & Son 0, Giants 5.

Other games will probably be arranged before the season is over. Watch for special announcements on the bulletin boards.

VETERANS' SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during the month, and of those who complete twenty or more years' service during August:

			Years
Richard C. McCabe	8-14-1885	Box Shop	46
James E. Smith	8-17-1885	Paper Mill	46
Mary Friary	8- 1-1887	Retired	44
Frank Murphy	8-19-1895	Finishing Mill	36
Hattie Willis	8-17-1896	Retired	35
John Sullivan	8- 3-1899	Maintenance	32
John Sheehan	8- 2-1902	Roofing Plant	29
Martin O'Donnell	8-10-1902	Maintenance	29
Mary McKinnon	8- 9-1905	Box Shop	26

Anthony Pratasius	8- 1-1916	Roofing Plant	15
Michael Folan	8- 4-1916	Roofing Plant	15
Fred K. Kinsman	8-17-1916	Box Shop	15
Edmund F. Murphy	8-28-1916	Roofing Sales	15
William Foley	8-18-1921	Flooring Plant	10
R. M. Springer	8-21-1921	Main Office	10
Stanley Yezulewicz	8-22-1921	Roofing Plant	10
R. C. Kirk	8-23-1921	Paper Mill	10
Elmer Honeth	8-26-1921	Flooring Plant	10
Ligmus Portlevicz	8-31-1921	Roofing Plant	10
John S. Smith	8- 7-1926	Flooring Plant	5
Wilfred Turenne	8-10-1926	Box Shop	5
William Wall	8-11-1926	Box Shop	5
Lauri Palonen	8-12-1926	Flooring Plant	5
Arthur Bent	8-30-1926	Flooring Plant	5
Joe Plioplis	8-30-1926	Flooring Plant	5
Andrew Grigun	8-30-1926	Flooring Plant	5

PHILLIPSDALE

Charles Cyranock	8- 4-1910		21
CHICAGO BIRD & SON, INC.			
Solomon Baker	8-21-1921		10
Frank W. Krueger	8-30-1926		5

DEPARTMENTAL BASEBALL

NO. 2 Box Shop, which took the lead at the beginning of the season, seems to be holding its own, and with the schedule nearly two-thirds completed, it looks as if it would be the winning team for 1931. Below is the standing as of July 22:

	Won	Lost	Average
No. 2 Box Shop.....	4	1	.800
Main Mill.....	4	2	.664
No. 1 Box Shop.....	1	3	.200
Norwood.....	1	4	.166

SAVINGS BANK LIFE INSURANCE IS LESS EXPENSIVE

AN enlightening comparison has recently been made between a \$250.00 Straight Life Insurance Policy issued by the Massachusetts Savings Banks and an industrial policy for \$246.00 written by a company well known throughout United States. By "industrial" policy, we mean one where the agent calls and makes collections each week.

The figures are given below for these policies at age 30. Read them, and realize what they mean in saving of actual dollars and cents. Savings Bank insurance is four cents a week cheaper than the other. That doesn't sound like much,



*Jack Bradley in full action,
pitching for the No. 2 Box
Shop Team*

but over a period of twenty years it means a saving of \$45.60, and that is worth considering.

Here is the comparison. Figure it out for yourself.

	\$250 Straight Life Whitman Savings Bank	\$246 Straight Life Age 30 Other Company
Premiums.....	11c weekly	15c weekly
20 Years' Premiums...	\$110.40	\$156.00
20 Years' Dividends...	46.67	29.70
Net Payments.....	\$ 63.73	\$126.30
Policy Cash Value....	64.66	65.28
Return over payment..	\$.93	Net Cost \$ 61.02

Now compare the Dividends: Over a period of 20 years, the savings banks will pay you back in dividends \$16.97 more than will this other company. These figures are based on what dividends were actually paid in 1930, but of course it should be understood that they may vary some from year to year, according to the earnings of the company. When all these dividends have been returned to you, the net cost of the policy from the savings bank would be \$63.73—that of the policy from the other company, \$126.30. Then look at the next row of figures. If, for any reason, you should wish to cancel your policy at the end of twenty years, the savings banks would return

to you \$64.66, or \$.93 more than the net cost of your policy. If you should cash in the policy from the other company, they would refund to you, \$65.28, but when this is subtracted from the net cost of the policy your insurance for the 20 years would have cost you \$61.02. In other words, the savings banks would return to you 93c more than you put in, and the other insurance company would have charged you \$61.02.

READY FOR THE TAXIDERMIST

GEORGE TOWLE sent this clipping to our office the other day. It is a good picture of the way many of us have felt at one time or another. It is supposed to be a copy of a letter written by an Oklahoman to his banker when pressed for payments on a note.

"It is impossible for me to send you a check in response to your request. My present financial condition is due to the effects of federal laws, state laws, county laws, corporation laws, by-laws, brother-in-laws, mother-in-laws and outlaws that have been foisted upon an unsuspecting public. Through the various laws, I have been held down, held up, walked on, sat on, flattened and squeezed until I do not know where I am.

"These laws compel me to pay a merchant's tax, capital stock tax, income tax, real estate tax, property tax, automobile tax, gas tax, water tax, light tax, cigar tax, street tax, school tax, syntax and carpet tax.

"The government has so governed my business that I do not know who owns it. I am suspected, expected, inspected, disrespected, examined, re-examined, until all I know is that I am supplicated for money for every known need and desire of the human race, and because I refuse to fall and go out and beg, borrow and steal money to give away, I am cursed and discussed, boycotted, talked to, talked about, lied to, lied about, held up, held down, and robbed until I am nearly ruined; so the only reason I am clinging to life is to see WHAT THE HELL IS COMING NEXT."

EAST WALPOLE TENNIS CLUB

MID-SEASON has been reached in the ladder tournament of the East Walpole Tennis Club, and we publish the following standing, as of July 21st:

- | | |
|---------------------|---------------------|
| 1. Frank Clem | 10. M. Edgar Tarr |
| 2. Frank Reynolds | 11. Frank Vietze |
| 3. Harry Hey | 12. John Foster |
| 4. Robert Rodd, Jr. | 13. Donald Chase |
| 5. Carl Clem | 14. Paul Hunt |
| 6. Peter Clem | 15. Arthur Cripps |
| 7. Roy Young | 16. Roy Smith |
| 8. Ollie Barr | 17. Milton Beasley |
| 9. Albert Kimball | 18. Robert Harkness |
| | 19. Carroll Smith |

VISITORS AT OUR PLANTS DURING JUNE AND JULY

East Walpole and Norwood Mills

Mr. F. W. Vickery, London, England.

Messrs. James F. H. O'Callanan, J. R. Polycarpo, and Chester W. Adshead, Household Furniture Co., New Bedford, Mass.

John Harney, Jr., C. F. Wing Co., New Bedford, Mass.

Mr. John Crane and Mr. F. H. Sherman, S. C. S. Box Co., Palmer, Mass.

Messrs. R. I. Rhodes, R. I. Rhodes, Jr., F. H. Hawkins, R. L. Hasden, and A. A. Weller, of the Mason Box Co., North Attleboro, Mass.

Messrs. E. R. Karb, H. P. McGovern, W. J. McNally, and C. E. Morse, of Dennison Manufacturing Company, Framingham, Mass.

Mr. W. L. Litchfield, the Cranshaw Carpet Co., Newburgh, N. Y.

Messrs. E. B. and J. F. Story, Story Box Co., North Grafton, Mass.

Chicago Mill and Office

Mr. L. L. Williams of Muskegon, Mich.

Messrs. Mosley and Mouston, Buck Construction Co., Muskegon, Mich.

Mr. Hambright, Gardner & Hambright Co., Wellman, Iowa.

Mr. Rahn of Elgin Lumber Co., Elgin, Ill.

Mr. W. P. Barber of Monroe, Iowa.

Mr. Schneider of Loetscher & Burch, Des Moines, Iowa.

Mr. C. A. Schneider of Roberts Sash & Door Co., Chicago, Ill.

H. M. Clark, Iowa salesman.

Messrs. Rainey and Holland of Rainey-Bonham Roofing Co., Joplin and Springfield, Missouri.

Chicago Flooring Office

The following visited us at the New York Opening held in June:

Mr. R. L. Parrish	Sears Roebuck & Company, Chicago
Mr. Meehan	Sears Roebuck & Company, Los Angeles
Mr. Phil. Brown	Leath & Company, Rockford
Mr. Ramsey	Grether & Grether, Los Angeles
Mr. Harry Smith	O. W. Richardson & Co., Chicago
Mr. Blodgett	O. W. Richardson & Co., Chicago
Mr. Blair	Montgomery Ward & Co., Chicago
Mr. Goodson	Carson Pirie Scott & Co., Chicago
Mr. Gilmore	Carson Pirie Scott & Co., Columbus, Ohio
Mr. Primm	J. Kennard & Sons, St. Louis
Mr. Shaw	J. Kennard & Sons, Indianapolis
Mr. Clausen	G. B. Peck D.G. Co., Kansas City
Mr. E. J. Finn	G. Sommers & Co., St. Paul

The following were our visitors at the Chicago Summer Market:

Mr. F. R. DuBois	Peck & Hills D.G. Co., Salt Lake City
Mr. Hoffman	Edward Hoffman Company
Mr. S. Plodinec	Plodinec Furniture Co., Aliquippa, Pa.
	Peoples Outfitting Co., Joliet
Mr. W. Holman	Holman Furn. Co., Fond du Lac
Mr. Max Friedman	Holman-Friedman Furn. Co., Beaver Dam, Wis.
Mr. Adler	Adler Furniture Co., Hagerstown, Miss.
	Feinstein Furn. Store, Waukegan
	Brayman Furn. Co., Wilkes Barre, Pa.
Mr. Wolfman	Block-Daneman Company, Milwaukee
Mr. Weinstein	Block-Daneman Company, Milwaukee
Mr. Harry Barr	Kenosha Furniture Co., Kenosha, Wis.
Mr. Barsfeld	Atlas Hsf. Company, Milwaukee
Mr. Brill	Brill Furniture Co., Milwaukee
Mr. A. Goldberg	Williams Street, Buffalo, N. Y.
Mr. Shapiro	26th Street, Chicago
Mr. Julius Zidell	Main Furniture Co., Aurora, Illinois
Mr. Goldberg	Goldberg Furn. Co., Jamestown, N. D.
	Helke Furn. Co., Wausau, Wis.
Mr. Eads	Eads Furn. Co., Fort Smith, Ark.
Mr. Skinner	Eads Furn. Co., Fort Smith, Ark.
Mr. Ellis	Ellis Linoleum Co., Chicago
Mr. John Seitz	DeWitt Seitz Company, Duluth, Minn.
	Thompson Hdw. Co., Kenyon, Tex.
Mr. Bons	Fond du Lac D.G. Co., Fond du Lac, Wis.
Mr. Joseph Ruwitch	Norway, Michigan
	Kovens Furn. Co., Baltimore, Md.
Mr. Pfeiffer	Montgomery Ward & Co., St. Paul, Minn.
Mr. Dunlap	Speich Company, Milwaukee, Wis.
	Osborn Furn. Co., Chattanooga, Tenn.
Mr. Koch	Wendelken & Simminger, Cincinnati, Ohio

Mr. Simminger
Mr. Chisholm
Mr. Brown
Mr. Kartin

Mr. H. B. Fouts
Mr. Mehornay

Mr. Wansborough

Mr. Ridgell
Mr. Rosenheim
Mr. Martin
Mr. Krukas

Mr. H. Ellis
Mr. C. R. Brewer

Wendelken & Simminger, Cincinnati, Ohio
Mississippi Valley Furn. Co., Memphis, Tenn.
Brown Brothers, Cleveland, Ohio
Sears Roebuck & Co., Milwaukee
Garulich & Co., Evansville, Ind.
Union Hsf. Company, Mattoon
Schmitt & Henry Mfg. Co., Des Moines
North-Mehornay Furn. Co., Kansas City
Lee & Company, Lexington, Ky.
Rothert Company, Johnston, Pa.
Wolf Housefurn. Co., Cape Girardeau, Mo.
Concord Furn. Co., Milwaukee, Wis.
M. W. Savage Factories, Minneapolis, Minn.
Weizer Sigmund & Co., Toledo, Ohio
Ridgell Company, Jacksonville, Fla.
Waldheim & Co., Milwaukee
Waldheim & Co., Milwaukee
People's Furniture Co., Chicago
Barker Furn. Co., Indiana Harbor
6224 S. Ashland Ave., Chicago
Sears Roebuck & Company, Oklahoma City

FRANCIS WILLIAM BIRD TROPHY

ON July 21st the following men had entered the Francis William Bird Trophy Tournament. Entries close on July 25th; play-offs will start immediately, and the winner will participate in the New England Public Parks Tournament at Springfield on the first of September.

The entrants are as follows: Arthur Cripps, Frank Clem, Frank Reynolds, Peter Clem, Carl Clem, Frank Vietze, Albert Kimball, Harry Hey, Robert Rodd, Jr., Edgar Tarr, John Foster, Roy Young.

SALESMAN—

Ask Yourself These Five Important Questions

IN these days of real salesmanship, it behooves us to take an inventory, in order to classify ourselves. Just read the following questions and then mentally answer "Yes" or "No" to each question. By summing up, you will know just how near you are to being a perfect salesman.

1. My Company has spared neither money nor effort to develop high-grade merchandise. It depends upon me to sell this merchandise. It supports me with advertising and good merchandising methods. I can either be an order-taker or a salesman. My Company expects me to be a salesman. AM I?

2. Good-will is an important asset which my Company has built for itself. It is something which takes years to build and yet can easily be lost. I represent the Company—I can increase good-will. Am I a creditable representative?

3. Courteous treatment of all prospects—My Company expects me to be courteous to all prospects. AM I?

4. My Company expects me to be honest in all dealings which affect the organization. AM I?

5. No man can do his best who is not mentally and physically fit. My Company expects me to live clean and to be thrifty. Am I?

—Selected.

GOLF LEAGUE

MANAGER BEN TAYLOR and the other famous golf champions who compose the Office team have been so successful in their efforts at the Walpole Country Club that to date (July 22) they are 7 points ahead of their nearest opponents, the Sales team.

The list below shows the latest standing of the four teams:

Office.....	Points 21½
Sales.....	14½
Flooring.....	12
Main Mill.....	8



The opening match in the new Bird & Son Golf League. Putting on No. 5 green: Ralph Wight, Ben Taylor, Michael Hawkins, and Frank Sutherland

SAVINGS

TODAY, as never before, the need of savings to insure personal independence, has been forcibly impressed upon the American people. At a moment when values of all kinds have swiftly depreciated, the savings account alone has been immediately available to millions of Americans. This impressive illustration may logically lead us to an examination of just how financial independence can be obtained by the average man or woman. It is by no means so difficult a matter as many persons seem to think. Upon the contrary, the goal of independence achieved by savings requires no more than a clear perception of that goal and a reasonable application of effort.

To many persons thrift means only the saving of money. But it has a much broader meaning and may be said to include our whole plan of life. If we set ourselves to think out the matter we must realize that thrift includes the proper care of all of our resources, whether of money or other possessions, or of opportunity and health, and if we practice thrift as regards money alone, and neglect the other factors, we are not practicing thrift in every sense of the word.

Any one who can use his money wisely, spending a proper amount, saving a fair proportion for the

future, while enjoying the pleasures of life along the way, has mastered the business of living. There is no easy road to independence, but intelligent saving will go a long way to make the road pleasant. Independence, like all worth-while things, comes by careful management, restraint and sometimes self denial. But it comes as surely as the rising sun to every one with a fixed goal who has the willingness to aspire toward that goal. If it were easily reached we should not be in the least pleased with it, once we had arrived there.

Directly after the War of 1812 most Americans were very poor. The nation's commerce was virtually ruined. Banks in general did not choose to handle the accounts of working people. It was then that the mutual savings banks were established, the first of them in 1816. Throughout a century and more of existence they have endeavored to help "the little man" reach independence. These banks, like mutual insurance companies, pay no dividends to stockholders, but all their surplus earnings are paid to depositors, who really own the banks.

Some idea of the importance of these institutions may be gathered from the fact that on January 1st they had deposits of \$9,464,732,492, belonging to 12,775,000 depositors, the greatest amount of deposits and the largest number of depositors these banks have had in more than a century of life. Massachusetts savings banks on the same date had \$2,117,489,000 belonging to 3,073,802 depositors. As each savings account represents the earning and welfare of about three persons, or a typical American family, it is apparent that the welfare of about 35,000,000 people is bound up in these savings accounts.

This reservoir of capital is useful not only to the savers and their families, but it is one of the essential sources of money for the upbuilding of the nation. Its re-investment in public and private enterprises serves to carry on the business of the country, so that every dollar deposited in a savings account does its individual part to develop a greater America. Many great developments spring from the small savings account, which is in fact a national insurance policy for the whole country.

ACKNOWLEDGMENTS

We gratefully acknowledge and thank our friends at Bird & Son for their kind expressions of sympathy.

John, Edward, and David Fitzgerald,
Mrs. E. McCall.

We wish to thank our friends at Bird & Son, inc. for their kind expressions of sympathy during our recent bereavement.

Michael J. Hawkins and family.

I wish to thank my friends at Bird & Son, inc. for the flowers and their kind expressions of sympathy during my recent bereavement.

R. Warren Graffam.



BIRD PRODUCTS



Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt	American Twins Thick Butt	NEPONSET Double Twins	
American Double Twins	Hex-Twins	Lock-Butt	Individuals
Super Twins (Thick Butt)	Giant Individuals	Custom Built Shingles	

BIRD Roll Roofing

Paroid	Art-Craft	Shingle Design	Slate Surfaced
American Ready	Old Reliable	Universal	

BIRD Building Papers

NEPONSET Black	Saturated and Coated	American	Economy
Refrigerator Insulating	Paper Mulch		

BIRD Wall Board

NEPONSET Board, Cream White	American Board
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BIRD Specialties

Asphalt Felt	Paroid Built-up Roof	BIRD Deadening Felt
Plastic Cement	Roof Coating	
BIRD Insulating Board	Art-Bric Siding	

Flooring Division

BIRD Rugs	BIRD Floor Coverings	BIRD Tile Flooring
BIRD Rug Border		BIRD Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases	BIRD Shoe Cartons
NEPONSET Waterproof Paper Flower Pots	Tack and Screw Boxes
Flower Pot Covers	

Special Paper Division

Standard Pressboard	—	Rocket and Torch Paper
Dry and Waterproof Felt Papers for Special Purposes		

BIRD & SON, inc.

Established 1795

EAST WALPOLE, MASS.



{List of Bird Products on Inside Back Cover}

BIRD'S NEPONSET REVIEW

Vol. XIX

September 1931

No. 9

OLD TIMERS' MEETING IN FRANCIS WILLIAM PARK

IN spite of threatening thunder showers, about five hundred members of the Old Timers' Club gathered at the Music Court at Francis William Park for their eleventh annual meeting on Wednesday, July 29. The thundershowers conveniently held off until the latter part of the evening, enabling everyone to enjoy the entertainment which followed the business meeting.

Vice-President J. J. White, in the absence of President H. H. Miller, called the meeting to order at 7.30 p. m. with a word of welcome to the members. He made mention of the five members of the Club who had passed away during the year, and asked for a brief silence in their memory. Those members, and their length of service in the company, are as follows:

Daniel McDavitt, 32 years; Robert Orr, 27 years; Michael White, 24 years; Joseph Wakse-movicz, 12 years; Edward Boulter, 10 years.

Next, at Vice-President White's request, A. W. Smith read the list of the 62 new members of the Club, asking that each member stand as his name was read. With the addition of these, the total membership is now 624.

Election of officers came next, and B. D. Rogers, Chairman of the Nominating Committee, presented the following slate: President, John J. White; Vice-president, Marshall H. Grant; Secretary, Bessie Hubbard; Directors for three years: Thomas G. Henderson, Thomas M. Graney. The Secretary was instructed to cast one ballot for these names, and the new officers were unanimously elected.

Mr. White recalled the dedication last year of the tree in memory of Mr. Charles Sumner Bird, founder of the Club, and spoke of the fact that a suitable tablet had been cast in bronze and placed near the tree.

The meeting adjourned at 7.50 p.m., and the remainder of the evening was turned over to an informal reunion and an entertainment in the form of a Band Concert and specialty acts. The gates of the Park were opened to the public at 8 p.m.

Music was furnished by the Norwood Legion Band, two tightrope exhibitions were given by Ladoux and Louise, and refreshments were served during the evening by Holman, the caterer.

The various committees in charge for the evening were as follows:

General Chairman—J. J. White, Vice-president.

Entertainment—J. B. Maguire, W. E. Beaulieu, Eli L. Chamberlain, William Banks, Leo R. Bernier.

Refreshment—P. H. Bailey, Harry N. Mann, R. L. Tupper, George Smith, Michael Shergals.

Grounds—A. C. Urquhart, C. W. Conrad, Frank Whitehead, A. W. Smith, J. E. Smith.

Nominating—B. D. Rogers, Andrew Urquhart, M. J. Hawkins.

Parking and Police—J. H. Smith, F. B. Duncan, Joseph Sheehan.

Publicity—Ethel M. Stock, Helena White, B. D. Rogers.

Reception—P. R. Allen, G. R. Wyman, Elmer H. Bartlett, Mrs. Anna C. Bird, C. S. Bird, Jr., H. H. Miller, Axel Anderson, Fannie Murphy, J. H. Smith, J. M. Smith, J. H. Maguire, J. E. Smith, J. J. Geary, R. C. McCabe, August Hilderbrandt, T. M. Graney.

Separate Department for Tile

BEGINNING as of August 1, a new department—the Tile Department—has come into being at Bird & Son.

Because of the special nature of the product, it has been decided to remove its distribution from the Flooring Sales Department and set up a special organization for the selling of Tile alone. Mr. P. N. Hills has been named Sales Manager of the Department, and Mr. J. E. Graham will be the Sales Engineer.

By this change in organization it will be possible to give closer cooperation to Tile dealers and more active help in increasing the sales of this new product.

DEATH OF H. B. LANE

NEWS of the death of Henry B. Lane, Flooring Salesman, reached our office early last month.

Mr. Lane was one of our older and most successful salesmen, joining the company in 1917, and being with us, except for the period of the war, until last April when he was obliged to resign because of ill health. He made his home in Cincinnati, Ohio, and worked upon a territory which covered that section of the state, at one time traveling as far south as northern Kentucky. He had a reputation of being well liked wherever he traveled and of always bringing in a generous supply of orders.

In April of this year he went to California to recover his health, and little had been heard from him recently until mail which had been forwarded to him from East Walpole was returned with the information that he had died. He left no immediate family and as yet we have not been able to learn the full particulars of his death.

M. J. HAWKINS COMPLETES TWENTY-FIVE YEARS

M. J. (Mike) HAWKINS, Traffic Manager, completed twenty-five years of service with Bird & Son on the 6th of August, and in celebration of the event his friends and co-workers presented him with a Telechron clock.

The whole affair was a surprise to Mike, and when he arrived on the morning of the 6th he found his desk well decorated with flowers—a bunch of gladioli, and a specially hand-picked bunch of yellow daisies from John Robertson's chicken farm. The clock was presented with congratulations and best wishes for many more happy years with us.

SUGGESTIONS

THE following suggestions were accepted at the meeting held on August 5. All were classified as of intangible value, and received an award of \$5 each:

Move Heat Valves	Paul DeLaiarro, FBP.
Petcock in Carbide Generator Drip Pan	Walter Down, EMM.
Marking of Seconds	A. V. Duffy, FFF.
Angle Iron from Roof to Posts in FB Vaults	G. C. Fillmore, FFM.
Catch for Pedal on Miehle Press	Thomas Finn, FXR.
Idler Sprocket on Top Conveyor Chain	Ruel Fulton, FBP.
Guide on Front of Box and Lid Rotaries	L. C. Hubbard, FXR.
Add Curved Piece to Crane Track	Frank LaCivita, P.

Special awards of \$10 each for having had five suggestions accepted were made to Ruel Fulton, Roofing Machine, and Frank LaCivita, Mill Office.

TENNIS NEWS

PLAY-OFFS in the East Walpole Tennis Club Tournament start the week of August 30. The first eight men qualify, and will play as follows:

No. 1 vs. No. 5	} _____
No. 3 vs. No. 7	
No. 4 vs. No. 8	
No. 2 vs. No. 6	

At present, (August 25) the first eight men are as follows: Frank Clem, Frank Reynolds, Peter Clem, Robert Rodd, Roy Young, Harry Hey, Carl Clem, and Oliver Barr.

Last minute information tells us that Frank Clem won over Albert Kimball in the Francis William Trophy Tournament, by the score of 6-4, 3-6, 6-4. Clem will represent East Walpole in the Public Parks Tournament in Springfield the first of September.

Three outside matches have been played during August. On the 8th, a match was played with Brockton, which Brockton won, 4-3; on the 9th, we played and beat Natick 6-1; and on the 22nd, we played Brockton a second time and lost 5-2.

SAFETY SHIELD RETURNS EAST

AN accident occurring on August 3 at the Chicago Roofing Plant has developed into a lost timer, beginning August 17. Hence, the Safety trophy returns to East Walpole into the custody of No. 2 Box Shop.

Had it not been for an unusual accident occurring to William Morrissey of the Yard Department on August 14, the Engineering Division would be holding the trophy. Bill had just finished his work at the Bird Club and was walking down the driveway when a boy on a bicycle ran into him, shaking him up badly and causing several cuts on his head and hands.

On August 24 Michael McConologue in the Paper Mill Stock Handling Crew was taking the side of a broke truck off, when it slipped and fell on his left thumb, breaking the first phalange of the thumb.

We congratulate No. 2 Box Shop upon the return of the trophy. It was their last accident on May 29 that sent the shield to Chicago. What a chance any one of the other divisions had to "cop it"—but unfortunately, they all have had accidents since the last one in No. 2 Box Shop.

VETERANS' SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during the month, and of those who complete twenty or more years' service during September:

		Yrs.
A. C. Urquhart	9-10-1896	Maintenance 35
L. L. Thompson	9-1-1898	Roofing Sales 33
P. R. Allen	9-15-1898	President 33
Florence E. Holmes	9-25-1898	Retired 33
Annie F. Brown	9-21-1901	Main Office 30
John Eppich	9-5-1903	Roofing Plant 28
Antonio Paddock	9-4-1905	Paper Mill 26
S. C. Traudt, Jr.	9-15-1905	Roofing Sales 26
Michael Burke	9-22-1905	Paper Mill 26
Louise McFarland	9-7-1908	Main Office 23
Frank Phillips	9-1-1909	Paper Mill 22
John Clancy	9-7-1909	Box Shop 22
Louis Dolksever	9-20-1909	Roofing Plant 22
James Dine	9-22-1909	Box Shop 22
Michael Costello	9-26-1909	Main Office 22
R. C. Floyd	9-20-1911	Assistant to President 20
Listed last month as 8-20-11 thru error)		
Gustaf Mauritz	9-13-1916	Roofing Plant 15
Benj. Roberts	9-1-1921	Staff Engineer 10
I. C. Goding	9-2-1921	Flooring Plant 10
N. C. Bartlett	9-6-1921	Roofing Plant 10
Helen G. Costello	9-6-1921	Roofing Plant 10
William Koch	9-24-1921	Box Shop 10
Chester Porter	9-1-1926	Box Shop 5
Frank Dawidauskis	9-1-1926	Flooring Plant 5
Lee Ward	9-1-1926	Box Shop 5
Helen Randall	9-8-1926	Emergency Hospital 5
Carl Hamilton	9-10-1926	Flooring Plant 5
Roy Young	9-13-1926	Flooring Plant 5
Teresa Campagna	9-14-1926	Box Shop 5
Henry Christenson	9-15-1926	Flooring Plant 5
Julian Smith	9-17-1926	Roofing Plant 5
Charles Grover	9-17-1926	Paper Mill 5
Leo J. Clarkin	9-20-1926	Flooring Plant 5
Nick Calderone	9-26-1926	Flooring Plant 5

Notes From Plants and Offices

Because of lack of space, we are omitting most of the vacation notes this month.

These omissions will be included in the October Review

MAIN OFFICE AND SALES

H. E. Davenport is with us again after undergoing an operation on his arm at the Norwood Hospital. He reports that the "wing" is now in the best of condition for the bowling season.

Harry Hey spends from Monday to Friday every week wondering how he is going to get to Gloucester over the week-end. There must be a reason.

Myrtle Duncan has resigned her position with Bird & Son and moved to Oneida, New York, where she will make her home in the future.

Peg Delaney is now learning to drive the car which she purchased.

We are all happy to have Katherine Kane with us again.

Ben Taylor is a very thorough golf team manager—he played the same match twice, just to make sure of clinching the score in his favor.

Arthur Mellin left on August 8 for two weeks of golfing at Pocasset. Due to a sudden change in the weather, however, he played water polo the first week, and ice hockey the second.

Paul Hunt has been away on a vacation for two weeks. Where? Well, try to find out!—other than that he drove some 400 miles in one week-end. He says the 200 up were worth it all, and more.

Ed Kelley is working in the Accounting Department during the summer.

Betty Tolman, who has been working in the Accounting Department during the summer, was married on August 22 to Howard R. Parker of Islington. She was presented with a \$10 gold piece by her friends in the office.

Katherine Delaney and Walter Golden of East Dedham were married on August 16 in the Church of the Blessed Sacrament, Walpole.

We are sorry to report the death of William J. Score, a former worker in the Cost Department, who died at his home in Reading on August 6. Mr. Score was connected with Bird & Son from 1910 to 1918.

PAPER MILLS

East Walpole, Mass., Mill

Three Fitzgerald brothers, Jack, Ed and Dave, left Boston on August 9 for a two months' trip to Ireland.

C. W. Conrad and family spent the week-end recently at Dexter, Maine, visiting Charles Junior at Camp Wassookeag.

B. H. Roberts spent the week-end of August 15 with Mr. Hird of Chicago at East Dennis.

Have you noticed Tony Feeney since he took over Jack Fitzgerald's job? He's gained 8 pounds. We all hope Jack won't stay away too long—it won't be safe for Tony!

Joseph Thomas is playing the part of a life saver at Onset during the week ends. Joe has saved two from drowning this year.

Phillipsdale, R. I., Mill

Many people went to the old timers at East Walpole from Phillipsdale including Red Harrington who, we understand, visited the East Side, Seekonk, and both Attleboros before finally arriving at East Walpole around 10 o'clock. Red has only been an old timer a few years and he really hasn't learned the way down to East Walpole.

Thomas Wynne has been appointed captain of Company 4 of our Fire Brigade superseding Jimmie Casey who is being excused on account of poor health. We hope Jimmie will be able to come back soon.

Charlie Riley will take his vacation in the hunting season when the woodchucks and other big game had better look out.

BOX FACTORIES

No. 1 Box Shop

Billy "Goat" Head is running excursions to New Hampshire in his Franklin.

Billie Hall has shaved off his moustache so we could see his new teeth.

William Ivatts spent the week-end visiting friends in Islington. He says the car behaved perfectly on the long trip.

Harry Hale is receiving congratulations—another good man gone wrong.

Wilfred "Vicomte" Turenne is reported as very nearly recovered from his accident, and we expect to see him back on the 31st of August, with the old arm as powerful as ever.

It looks as though someone has succeeded in convincing Mary Long that this single blessedness is all boloney. Anyway, Mary now wears a solitaire.

Beany Lamminen, whom readers will remember as the former Box Shop acrobat, has returned to the Bird & Son fold and is working on the presses.

Ed Gronroos of the Corrugated Dept. has transferred to No. 2 Box Shop.

No. 2 Box Shop

Mary O'Donnell was tendered a shower at her home on Hill Street, Tuesday, August 17, in honor of her approaching marriage which will take place in September.

We notice that Teresa Campagna is wearing a sparkler. The lucky man happens to be Mr. Civitte D'Angelo. Congratulations, Teresa.

Vacations include the following this month:

"Rusty" Anderson spent hers on Long Island, N. Y.

Matty McLaughlan spent hers at Hampton Beach, and Minnie Sline is enjoying hers at Harwichport, Me.

William Duquette has passed the color test, and now knows the difference between red and green. Bill had an informal introduction to a cop of the Revere police department a few weeks ago, in connection with this test. He says the quickest and easiest way is to say "guilty," because they have you either way. Tough luck, in these hard times, but some one has to pay for the upkeep of the courts.

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

Arthur McKenna is the proud father of a baby boy, Raymond Arthur, born at the Norwood Hospital on July 26.

Dick Stoddard is spending his vacation at his old home in Maine. The fishing season is also on.

James Quinn is still at home, nursing a bad knee.

John Faulkner in returning from a two weeks' vacation in Nova Scotia had the misfortune of having his car run into. John and his wife were quite badly shaken up but their other passenger wasn't so fortunate. She received a fractured collar bone.

We hear that Pat Reardon is going to enter a horse in the next Irish Sweepstakes.

Ray Call's vacation started off swell, Ray trying to occupy a cottage which was already occupied. Result was house hunting in a hurry for Ray.

Delayed congratulations to Vincenzo Meomartino on being a proud father last month.

Harold Dunakin's new house is completed. We expect the wedding bells will ring soon for Harold.

We sympathize with Fred Truco on the death of his wife.

Congratulations to Jack White who has been reelected for a fourth term as President of the Boston and District Soccer League. At the recent annual meeting of the league Jack was presented with a gold ring bearing the league emblem and a gold medal, in recognition of his services.

Chicago Mill and Office

Many interesting reports are being received from dealers who have seen the Expando Demonstration Car, and the general impression seems to be that it is something very much in keeping with the high standards set by Bird & Son.

Ed. Stulik brought Edward, Jr., out to see us the other day, while on his vacation, and we gladly admit that he has reason to be proud of him.

Bob Brebach and Harold Altman have some new competition now when it comes to fish stories. Lou Lance, Al Bohnenberger, and Tom Cooling were out the other day, and while they haven't attempted to go after carp so far, we are all set for some good yarns.

The Mill is still reporting non-stop runs in spite of the hot weather.

Two new employees were welcomed into the organization recently, Miss Florence Hawes in the Sales Department, and Mr. Gresham Brebach in the Traffic Department.

There are now two distinct classes of employees—those who have been on vacation and those who have not. One class will be distinguished by its tan color, and the other a high brown.

Miss Gwen Blackmore, a former 76th Street employee, is back at her old desk again after working in the Floor Covering office for two years.

FLOORING PLANT AND OFFICE

Norwood, Mass., Plant

The Floor Covering Play Boys of the Rug Finishing Department are summering at Lake Archer.

George Johnson spent two weeks at St. Johns, trying to raise a beard, but came home with only a mustache.

Some of the vacationists this month are as follows: Tom Rogers at Common Fence Point, R. I., William Wosner in New York, Clarence Phillips and Leo Clarkin touring Nova Scotia and New Brunswick, Joe Long at Revere and Hingham, Harold Hale in Vermont and Maine, John Wosner making hay.

Joseph Admonis enjoyed a weeks' bathing at Fish Pond, and Sam Steele is breaking in his new free wheeling Plymouth in a tour of Nova Scotia.

Frank Kissel is getting ready for a husking bee this fall—at least he says the green corn looks very good.

Jim Garner is having an extended visit in the Blue Ridge Mountains.

Ira Treen returned from a month's stay down East.

Charlie Michunis spent a week-end in New York City a few weeks ago and he is still telling the boys what a wonderful city it is.

Arthur Bent spent a weeks' vacation at Swifts' Beach.

CHICAGO OFFICE

A flooring manufacturing concern has announced that they are making rubber flooring for nurseries. For bouncing babies? Jim Kendall no doubt will be interested in that, because on August 12 he became the proud father of a seven pound boy—James Rex Kendall. He was given Mrs. Kendall's maiden name, which we think is a pretty nice idea. Thanks a lot for the candy and cigars.

We are sorry to report that we have lost one of our co-workers. Gwen Blackmore has returned to 76th Street. Shame on you, Mr. Schreen, for taking her away from us like that! Well—as a cigarette manufacturer said, "Such popularity must be deserved."

The girls of the office invited Gwen to a luncheon in the Dining Room of the Northwestern Station before she left. Tom furnished the flowers, which was a corsage for Gwen.

In the afternoon Gwen bought a box of candy for the folks in the office as a parting remembrance. Be sure to come back as often as you can to visit, Gwen (and don't forget the cylinders.)

We're afraid if a stranger were to come into the office now he would think we had a little Indian maid working here. Mary Mac spent her vacation at her cottage on the Fox River, and has come back looking like Minnehaha herself.

Lillian, Ida, Sadie, Witty, Marie and Tony have also been away on their vacations. Of course they all had a good time and came back rarin' to go—all set to work (?)

Ida and Virginia celebrated their birthdays this month. Oh! how they laughed when the cake fell on the floor before it was cut. It rolled right under the settee in the girls' room.

Our visitors this month included Mary Sweeney with her daughter. We just naturally expected to see such a fine baby—with such lovely parents.

SOCCER NOTES

MANAGER WILLIAM McLAUCHLAN announces that the 1931-1932 Soccer season will open officially on the second Saturday of September. No games have been scheduled yet. Watch the papers for definite announcements.

BIRD CLUB ELECTION

ON Friday, September 11, the annual meeting of the Bird Club will be held at the Club House at 8 p.m. At that time, included in the regular business of the evening, five directors are to be elected for a period of three years, and a Secretary and Treasurer are to be chosen.

The slate of names which has been drawn up by the Nominating Committee, Leo Bernier, Chairman, is as follows:

Five Directors for three years—Nelson C. Bartlett, Raymond C. Call, Ernest H. Coleman, Halburton Dobbins, Fred B. Duncan, Ambrose E. Fitzpatrick, Paul A. Guttormsen, Edward A. Hall, Philip N. Hills, Samuel Hunter, Alfred M. Kendall, Charles S. Mutch, Benjamin H. Roberts, Benjamin R. Taylor, Sidney J. Taylor.

For Secretary—Benjamin D. Rogers.

For Treasurer—Howard S. Whitney.

Other candidates may be nominated by any five members of the Club, and shall be eligible for election if their names are posted on the house and plant bulletin boards, endorsed by the members, at least seven days before the annual meeting.

BASEBALL BRIEFS

FIVE games still remain to be played in the Departmental Baseball League, and at the rate they are being played at present, we'll still be writing about baseball when snow flies.

Because Walpole and Westwood disbanded, the Norfolk County Baseball League has been broken up, without finishing the season. All interest is now centered on the Departmental League, and particularly on the Main Mill and No. 2 Box Shop, which are tied for first place at present. They played an exciting game on the night of August 21, Main Mill finally winning, 1 to 0, and tying the standing for the season.

The standing as of August 24 is as follows:

	Won	Lost	Per Cent
Main Mill.....	5	2	.715
No. 2 Box Shop.....	5	2	.715
Norwood.....	2	5	.286
No. 1 Box Shop.....	1	4	.200

The games which remain to be played are:

Norwood vs. No. 1 Box Shop (2 games).

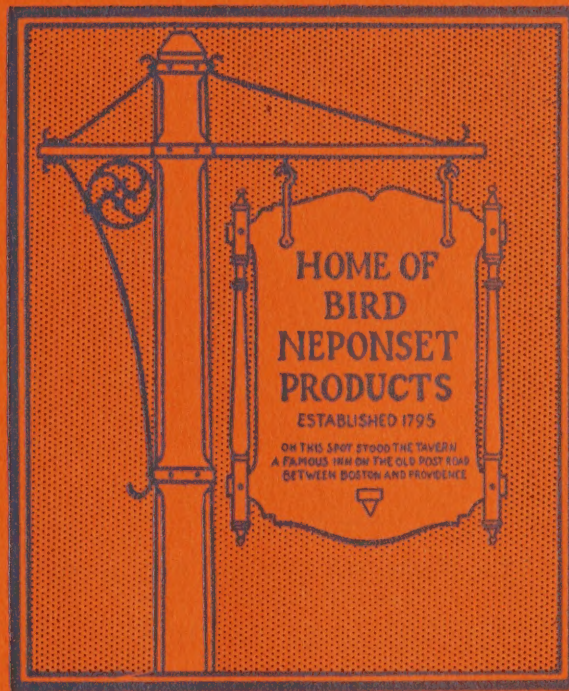
No. 1 Box Shop vs. Main Mill.

No. 1 Box Shop vs. No. 2 Box Shop.

Main Mill vs. No. 2 Box Shop.

BIRD'S *Neponset* REVIEW

Planned and Edited by Employees of
BIRD & SON
INCORPORATED
East Walpole, Mass.



VOL. XIX NO. 10

OCTOBER 1931



Established 1795

BIRD & SON

(incorporated)



East Walpole, Massachusetts, U. S. A.

Paper Mills
East Walpole, Mass.
Phillipsdale, R. I.

Box Factories
East Walpole, Mass.

Flooring Plant
Norwood, Mass.

Roofing Plant
Norwood, Mass.
Chicago, Ill.

Officers

President, PHILIP R. ALLEN
Vice-President, GEORGE R. WYMAN

Vice-President, ELMER H. BARTLETT
Sec. and Treas., AXEL H. ANDERSON

Directors

PHILIP R. ALLEN
AXEL H. ANDERSON
ELMER H. BARTLETT

CHARLES S. BIRD, JR.
GEORGE D. DUTTON
GEORGE C. LEE

JOHN R. MACOMBER
HOWLAND TWOMBLY
GEORGE R. WYMAN

SALES

Paper Sales Division
Vice-Pres. and Mgr.
E. H. BARTLETT

Roofing Sales Division
Manager, P. H. BAILEY
Eastern Mgr., W. E. HALE
Southern Mgr., A. D. KILHAM

Box Sales Division
Manager, C. H. ANDREWS

EXECUTIVE

Asst. to Pres., R. C. FLOYD
Treasurer and Comptroller,
A. H. ANDERSON

Asst. Treas. and Credits, D. E. MERRILL
Asst. Treas., H. E. DAVENPORT
Auditor, W. C. AHLGREN
Purchasing and Traffic, A. H. RUSSELL
Assistant, M. J. HAWKINS
Labor Bureau Manager, B. D. ROGERS

Research
Director of Research, G. R. WYMAN
Assistant, E. M. LINES
Chief Paper Div., E. L. CONNOLLY
Chief Flooring Div., J. E. GRAHAM
Chief Box Div., J. B. MAGUIRE

MANUFACTURING

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Staff Engineer, B. H. ROBERTS
Manufacturing Staff, P. N. HILLS
Gen. Supt., E. Walpole, C. W. CONRAD
Supt. Paper Div., R. A. WILKINS
Supt. No. 1 Box Factory, R. L. TUPPER
Supt. No. 2 Box Factory, W. S. JACKSON
Supt. Felt Div., T. G. HENDERSON
Supt. Flooring Div., R. M. WIGHT
Supt. Norwood Rfg. Div., E. L. CHAMBERLAIN

WESTERN ROOFING DIVISION

Manager, F. H. HIRD
Sales Manager, W. W. WILSON

Superintendent, J. G. YOUNG

Branch Offices

Boston, New York, Chicago

Warehouses

EAST WALPOLE, MASS., NORWOOD, MASS., CHICAGO, BROCKTON, MASS.

FLOORING SALES DIVISION

Bird and Son Sales Corporation

President P. R. ALLEN

Vice-President and Sales Manager, H. E. SAWYER, JR.
Sec. and Treas., A. H. ANDERSON

Eastern Mgr., W. B. ROGERS, JR.

Western Mgr., R. W. WESTCOTT

Branch Offices

Boston, New York, Chicago

Warehouses

ATLANTA, BALTIMORE, BIRMINGHAM, BROOKLYN, CAMDEN, CHICAGO, CINCINNATI, CLEVELAND, DALLAS, DAVENPORT,
DENVER, DETROIT, EAST WALPOLE, GRAND RAPIDS, HOUSTON, INDIANAPOLIS, KANSAS CITY, LOS ANGELES,
MEMPHIS, MILWAUKEE, NEW ORLEANS, OKLAHOMA CITY, PITTSBURGH, PORTLAND, OREGON,
RICHMOND, SAN FRANCISCO, ST. LOUIS, ST. PAUL, SEATTLE, SIOUX CITY

BIRD'S NEPONSET REVIEW

Vol. XIX

October 1931

No. 10

NEW INSULATING PRODUCTS ADDED

We Now Carry a Full Line for the Proper Insulation of the Modern Home

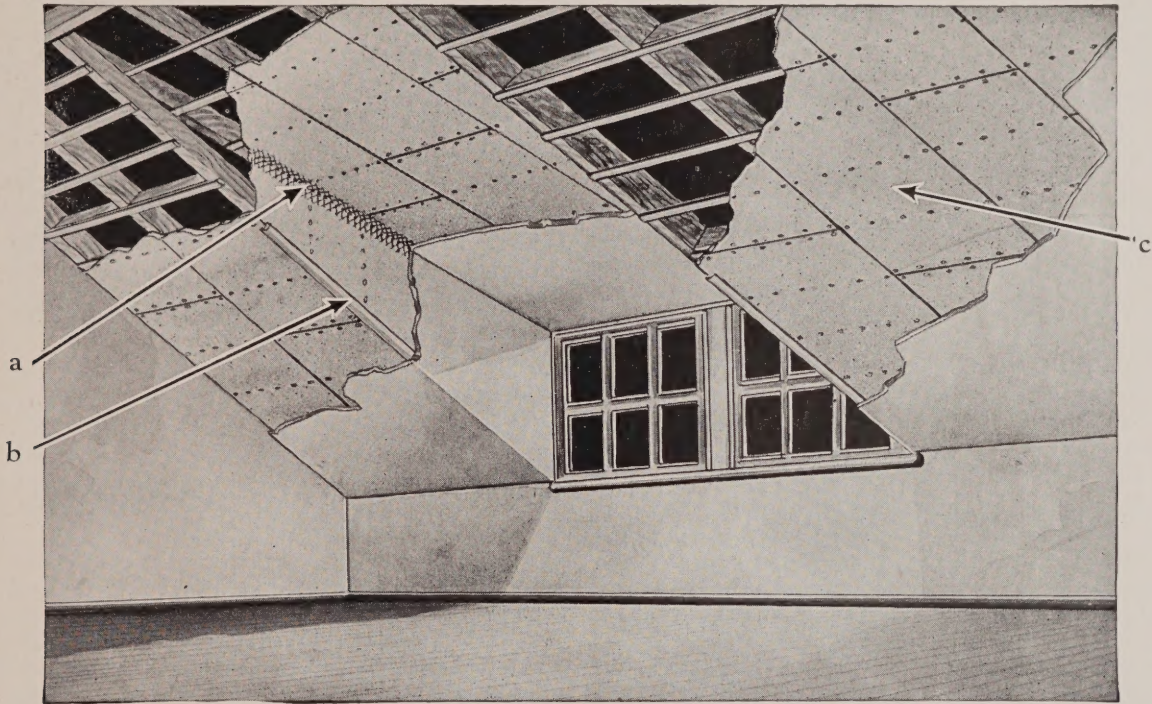
WITHIN the past year, Bird & Son, inc. has entered the field of building insulation more extensively than ever before and a number of new products have been added since January, 1931.

The most notable addition is the new Insulating Board and Insulating Lath—a product which has

against heat, cold and sound that rates it high in the front ranks of similar insulating boards.

The insulating lath, which is the same product as the insulating board but cut in different sizes, is used for a plaster base.

To obtain satisfactory results, it is necessary



Insulating Lath, showing how it is used as roof insulation and plaster base: a) Expanding metal; b) Corner beading; c) Insulating lath

been manufactured for a number of years by Building Products, Ltd., our associated company in Canada, and which we began manufacturing at East Walpole for the first time in August. It is a laminated board with five layers of groundwood board alternating with four layers of asphalt, which means for the purchaser a firmer board, and one which is waterproof. Neither of these qualities of firmness and waterproofness are found to such a great extent in any other insulating board.

It saws easily, is firm under varying atmospheric conditions, and has an insulating value

that plaster dry slowly and evenly after it has been applied. Most insulating boards, being porous, absorb the moisture of the plaster and cause it to dry quickly, sometimes cracking it. Bird Insulating Lath cannot absorb the moisture from the plaster. The moisture penetrates only the first layer of the groundwood, and is stopped there by a solid layer of waterproof asphalt. The only way the plaster can dry is through the face of the plaster, and it takes from one and one-half to two times as long to dry. Thus the finished wall is made more solid and durable in the process.

Although insulating board and lath have just

been introduced from our East Walpole Plant, dealers are already welcoming them, and during the coming year we expect a constant increase in the demand for them.

Three other insulating products have made their debut this summer,—Insulating Blanket, Insuliner, and Interstud Insulation. These products are designed primarily to meet the new demand for properly insulated homes. It is only recently that people have come to realize the value of keeping their homes properly protected against the extreme temperatures of winter and summer. Cooler homes in summer and warmer homes in winter, with less heating expense, and with the added advantage of effective sound insulation at the same time—these are the benefits of proper and sufficient insulation of side walls and roofs.

Insulating Blanket is a flexible felt insulator with a special waterproof back of Saturated and Coated Paper.

It is approximately $\frac{1}{4}$ " thick, and comes in rolls 36" wide, 250 square feet to the roll. It can be used in a variety of ways, as a protection against temperature changes, between the rafters in roof construction, between studs, or nailed directly to the studs before boarding the outside walls. No matter how it is laid, providing the waterproof side is towards the outside of the house, the layer of saturated paper will prevent penetration of dampness, and afford dry insulation. Clothing when wet or damp will not keep out the sharp wind, but dry clothing protects you thoroughly. The same principle applies to insulation. In addition, the bulkiness of the blanket provides plenty of dead air cells which in themselves make ideal insulation.

A cheaper, but effective form of insulation is the new Bird Insuliner. It is of heavy paper board construction, with dead air cells between the two layers of board, increasing the insulating value to about twenty-six times that of a single sheet of ordinary building paper. It is moisture-proof and can be used in varying thicknesses, according to the amount of insulation desired.

Interstud Insulation

Interstud insulation makes special use of the most nearly ideal insulator—"still air."

"Still air" has long been known as the ideal insulation against heat, cold and sound. With the idea of offering the maximum amount of efficiency in air space insulation, our Research Laboratories set to work and produced this product which is now being put on the market.

Bird Interstud insulation consists of a strong fibre board, about $\frac{1}{4}$ " thick, constructed in the form of a hollow I beam of the right size to fit either the 16" or the 24" studding without cutting. It may be cut, and telescoped together

for studding of other widths. This hollow "I beam" is 36" long, and fits snugly between the studs, making three "dead air" spaces between the outer sheathing and the inner wall. This means triple insulation, without any sacrifice of space.

To increase the insulating value further, the air is caged up still more by inserting between the sections a header strip, which seals each 36" section up by itself. In this way, no circulation of air within the air spaces is possible. No drafts can occur and permit the warm air to escape from the buildings. These header strips likewise have fire-retarding properties. Many fires, starting in the basement or the first floor, make rapid headway and sweep through the entire house, once they get into the open spaces between the studding. With interstud header strips there are no long hollow spaces through which the flames are drawn quickly. Fire can progress but very slowly if there is no draft—and the header strips shut off any possibility of draft.

Savings up to thirty per cent in fuel costs are possible with Bird interstud insulation; attic space may be remodelled into comfortable, warm rooms. Fireproofness and soundproofness are both achieved, and although the results are more difficult to estimate, it is a fact that Bird interstud insulation means cooler homes in summer.

For walls, ceilings, and attics it is the ideal built-in insulation.



INDUSTRIAL ORGANIZATION COURSE

A UNIVERSITY Extension Course in Industrial Organization will be given here at Bird & Son this winter. Enough men have already agreed to join to assure that the course will be given, but there is still opportunity for others to join by registering at the Labor Bureau.

The course will consist of 16 lectures (one each week), and will cover the following subjects: Industrial Finance, Factory Organization, Factory Location and Design, Personnel, Wage Systems and Rate Setting, Purchasing, Stores and Stock, Planning and Routing Production, Cost-Keeping. Mr. E. H. Fish, Industrial Engineer, and University Extension instructor in industrial subjects for the last nine years, will teach the course.

Classes will begin the third or fourth week in October. Be sure to register at the Labor Bureau before that time, if you intend to join. The price of the course for the 16 lectures will be \$10.00.

CRUISES—NORTH AND SOUTH

TWO Bird & Son employees have taken cruises this summer, but in opposite directions—Alice Clem of the Box Sales Department to Bermuda, and Welthea Smith of the Mill Office to Labrador.

Miss Clem sailed from New York on August 8th on the S.S. Paris with her sister and another friend. The only stop of the trip was made at Hamilton Harbor, Bermuda, where the members of the party stayed for a day, visiting various interesting places, including the Leavington Caves. Elaborate entertainment was enjoyed aboard the boat during the entire seven-day



Fennie Clem, Lois Grant and Alice Clem (Box Sales), aboard the S. S. Paris sailing for Bermuda.

cruise, and Miss Clem's only regret was that the trip wasn't longer.

Miss Smith sailed from Montreal on August 19th on a twelve-day cruise down the St. Lawrence, along the beautiful Gaspé coast to Newfoundland and Labrador. The trip was even finer than she had anticipated, she said. Besides the Gaspé coast, the most beautiful places she visited were St. Anthony and Harrington. In Cornerbrook, Newfoundland, the members of the cruise were taken on a trip through the International Paper Mill located there. The settlements in the Grenfell territory in Labrador were very interesting. The cruise covered nearly 3000 miles.

AT THE STADIUM

R. C. FLOYD, Assistant to the President, tells a good one on Arthur Wilson of the Stores Department. It happened at a football game in the Harvard Stadium several years ago.

Arthur, as usual, was one of the additions to the stadium police force, and his job that day was to parade up and down on the cinder track in front of the players' bench to keep reporters and other insects from bothering the boys.

About six rows up in the stands, and directly back of the players' bench sat Mr. Floyd—only

Arthur didn't know it, and after a while this continual pacing up and down of Wilson's got on Floyd's nerves. Arthur had just pivoted neatly and was starting back down the field for the twenty-seventh time when there came one of those sudden dead silences. Then from somewhere out of the stands above him came a voice, "Sit down, you ham!" Arthur stubbed his toe on a cinder, in his surprise, but immediately recovered his equilibrium and marched bravely on as if nothing had happened. Another silence, and then—"Siddown 'n take a load off your feet!" Arthur wheeled toward the stand and gave the multitude in general a very nasty look, but everyone was watching a long forward pass, and not looking at him at all. Again he continued his parading, and again he heard the voice. There was no telling what might have happened, had not the half ended just then.

Early the following Monday morning, Mr. Floyd and Mr. Wilson met in the office. Mr. Wilson, knowing that Mr. Floyd must have been at the game, gave him a big smile and asked, "How'd you like the game?"

"I don't know," said Mr. Floyd. "I didn't see much of it. Some big ham kept marching up and down in front of me, blocking off the view."

Arthur Wilson's answer cannot be published!

~*~

QUESTIONS AND ANSWERS

1. What three characteristics should a good shingle nail have?
2. How many members are there in the Employees' Mutual Benefit Association?
3. When does the Neponset Credit Union declare its annual dividend?
4. What new product is being manufactured at No. 1 Box Shop?
5. How many gallons of water are used in the paper mill each day?

Answers to these questions will be found on Page 5.



Welthea M. Smith, on board S. S. New Northland, on which she took her trip to Labrador

Observe No-Accident and Fire Prevention Week, October 4th—10th

KEEP THE SLATE CLEAN

IN last year's October issue of the *Neponset Review* I asked every worker for Bird & Son, inc. to put his shoulder to the wheel and help us go an entire year without a lost time accident—but we did not do it. I wonder if I asked too much all at once.

I know that I ask a lot—sometimes I ask things that people do not like. Very often I have been snapped up when I ask a man about his injuries. Perhaps asking questions is one of my bad faults; at any rate, I am going to keep right on doing it as long as people keep getting injured.



Explain this! A tree growing out of a solid rock wall. You can see it for yourself if you'll take a trip down into the mill yard, and look to your left as you go down the stairs past No. 2 Box Shop. Halburton Dobbins pointed it out to us the other day. It's a freak worth getting a picture of!

I shall ask men using emery wheels why they do not use the eye shields provided for them, and if they tell me the shields are dirty, and I shall ask them to clean them and use them. And when I see a man or a girl with any injury, however slight, I am going to make sure that he or she has it properly cared for. We are still having too many avoidable accidents which can be traced directly to carelessness on the part of some one—you, or me, or the management. Let us look into the matter seriously, find out just what is wrong, and work doubly hard to reduce our accidents.

None of us wants to get hurt—there is no fun in it for anybody. But many of us take needless chances, and the chance taker is a careless person who ought to have the rules of safety pounded into his consciousness twenty-four hours a day.

Here is something definite that everyone of us can do. Let's turn over a fresh page in our safety book and keep it clean and free from "accident marks" during the coming year. A better record will mean a healthier, happier year for us all.

We have been very fortunate in not having a single fire at our plants during the past year. It is only through the continual vigilance of us all that we can keep up that good record. Fires cause loss of money, and if serious enough may put us

out of work. It is money in all our pockets to practice fire prevention all the time. So be on the watch continually, and report immediately to your foreman or Safety Committee, or the Safety and Fire Inspector anything about the plants that you think might cause an accident or a fire.

Let's start with a clean slate and keep it clean!

Frank W. Fisher, Safety and Fire Inspector.



GET A NEW START

THREE additional lost-time accidents in September now bring our total of accidents for the year up to 29—almost double the number that we had over the entire year of 1930, when we had but 15 lost-timers.

Our record for 1931, no matter how you look at it, is going to have more black marks than it should have. It won't be a clean sheet by any means. But it isn't records after all, that we are most interested in. The time lost from work, the suffering, the unnecessary hardships of each one of those 29 men—those are the things that are important, the things all of us would like to prevent. The fact that our record is worse than last year doesn't mean so much in itself; but the fact that 29 of our workers have suffered physical pain and extra expense means that we haven't finished our job of accident prevention.

The responsibility belongs to each and every one of us. No-accident and Fire Prevention Week begins October 4th. We do not need to wait for the beginning of a new year to better our accident record. Begin now. Take a new lease on life, a fresh interest in accident prevention, and make it your personal job to see that neither yourself nor any one else gets hurt.

Let's see if we can't go from now until the end of the year without a single lost-time accident.



1932 SAFETY CALENDAR

WE are glad to be able to announce that Safety Calendars will be distributed throughout the mill again next year, as in years past.

No-Accident and Fire Prevention Week gives us all cause to think afresh on the important subject of accident prevention. The "Seasonal Safety Suggestions" which appear on the back of every sheet of these calendars are mighty helpful, reminding us of the ideals of safety throughout the whole year.

The pictures are different for each month of the year and are as attractive as ever. They teach lessons of safety for everybody—even for your children. Watch for these calendars, and make sure that you get yours in December.

Wonderful Response In Plant-Wide Suggestion Campaign

ONE thousand and fifty-seven suggestions were received from one thousand and twelve employees during the special suggestion campaign conducted in our plants during the first two weeks in September under the direction of G. R. Wyman, Manufacturing Manager, through the Superintendents of the various mills. It was the purpose of this campaign to have every employee in our plants submit at least one suggestion in the hope that valuable ideas would be received which would help us increase our business or eliminate waste and unnecessary expense. The response has been highly gratifying to the management and to the Suggestion Committee.

The mill having the largest number of suggestors, as compared to the total number of employees, is Phillipsdale which sent in suggestions from 98%, which means that only two employees eligible for suggestion awards failed to respond. The second highest was the Flooring Plant, with 85%, and the third highest, the Maintenance and Engineering Division of the Main Mill, with 84%.

A large number of individual departments responded 100%, showing that every employee eligible put in a suggestion. These departments were: at the Main Mill—Machine Shop, Piping, Boiler Room, Coal Handling, No. 2 Paper Machine, No. 3 Paper Machine, Inspection; at the Flooring Plant—Paint Mixing, Rug Border, Tile Manufacturing, Inspection, Undercoating, Oil Boiling, Maintenance, Tile Cutting and Finishing, Watch; at the Roofing Plant—Inspection, Oiling and Cleaning, No. 7 Machine, and Maintenance; and every department at Phillipsdale except the Oiling and Cleaning.

Lasted 15 Days

The campaign started on September 1st, and closed on the 15th, and before it was over the Manufacturing Manager's Office was literally snowed under with this storm of suggestions. They have all been catalogued now, and submitted to the Review and Recommendation Committee for consideration. Special meetings are being held prior to the regular October 7th meeting, and by that time it is hoped that final action can be taken, although many suggestions may require special consideration.

In order to reinforce the Committee, shop representatives were appointed to assist in passing on the campaign suggestions. The men so appointed are as follows: Phillipsdale, Charles E. Anthony; Flooring Plant, Carl L. Johnson; Maintenance and Engineering, Mario A. Boragine; Paper Mill and Finishing, John J. Linnehan; Roofing Plant, John White; No. 1 Box Shop, Herman Lauble; No. 2 Box Shop, Laurence C. Hubbard.

In putting out the call for suggestions, Mr. Wyman had it clearly understood that the response was to be entirely voluntary, his position in the matter being to point out the way to employees where, in using our regular suggestion plan at this time, they might benefit themselves if their suggestions were accepted, and incidentally help Bird & Son during this period of world depression.



It was plenty warm the day that Bird & Son Executives met at the Bird Club for a conference on Roofing Products—but they consented to have their picture taken. Standing: P. H. Bailey, R. C. Floyd, F. H. Hird, W. E. Hale, W. R. McNeil, P. R. Allen, E. R. Clark. Kneeling: A. D. Kilham, D. P. Hatch, H. G. Johnson, B. H. Roberts, and W. W. Wilson

SUGGESTIONS

AT the meeting held on September 2, the following suggestion was classified as showing a saving in manufacturing costs, and given an award of \$10:

Iron Roll on Feed on FXRM13 Ernest Field, FXR

The following were classified as of intangible value, and given an award of \$5 each:

Move Dry Roll Stands Closer Together

Improve Hammer Handles Joseph Akunevich, FBP

Larger Screws for Resetting FXRM13 Byard Bennett, FXR

Scrapers for Removing Lint on FXRM13 Ernest Field, FXR

Guides for Tapers Michael Minkevics, FXF

Drip Pan on Automatic Wrap Machine Elton Moore, FFR

Ladder or Steps at FBPM3 Henry Smith, FBM

Rack for Holding Set-up Cartons A. E. Souther, FX2

Slide between Dust Hopper and Loaded Coating Section

Chute for Base Mixers Stanley Wasill, FBP

Stephen D. Wilson, FFC

Answers to Questions on Page 3

1. A large head, so that the nail will not pull through the shingle; a small shank, to prevent splitting the boards or old wooden shingles underneath; and heavy galvanizing to prevent rusting.
2. 1583.
3. As of October 31st, each year.
4. The new Insulating Board and Lath.
5. Approximately five million gallons a day.

Winners of Vacation Picture Contest

MISS FLORENCE WITTLER of the Chicago Flooring Office was the winner of the Grand Prize in the Neponset *Review* Vacation Picture Contest for 1931. After considerable deliberation the judges finally awarded the prize to her for her picture "Little Traverse Bay, Bay View, Michigan." Welthea Smith's picture, "Newfoundland Fishing Schooner", was a close second for this prize, and was given a special honorable mention by the judges.

Other prize awards were as follows:

First—"Two Burros" by Evelyn Wadleigh, Accounting Department.

Second—"An Inquisitive Deer" by Evelyn Wadleigh, Accounting Department.

Group 7. Camping Scenes, People in Action.

First—"Going Ashore" by Welthea M. Smith, Manufacturing Office.

Second—"Camping Out" by Harry L. Tower, No. 1 Box Shop.

Judges for this year's contest were as follows: Charles T. O'Connor, Chairman, Anna M. Roundy and Ralph L. Watson. In submitting the awards to the editor, they made the following statement:



GRAND PRIZE WINNER

Little Traverse Bay, Bay View, Michigan," (Grand Prize Winning Picture,) taken by Florence Wittler of the Chicago Flooring Office

Group 1. Children.

First—"And so to bed" by S. R. Costello, Roofing Sales.

Second—"Sailing" by S. R. Costello, Roofing Sales.

Group 2. Informal Portraits.

First—"At camp" by Harry L. Tower, No. 1 Box Shop.

Second—"Three Queens and the Ace of Spades" by Sabina R. Costello, Roofing Sales.

Group 3. Inland Scenes.

First—"Little Traverse Bay, Bay View, Michigan" by Florence B. Wittler, Chicago Flooring Office.

Second—"Quebec from the River" by Welthea M. Smith, Manufacturing Office.

Group 4. Ocean Scenes.

First—"Newfoundland Fishing Schooner" by Welthea M. Smith.

Second—"New Northland" by Welthea M. Smith.

Group 5. Still Life and Nature Subjects.

First—"Stunted Tree near Timberline on Mt. Evans" by W. F. W. Stafford, Chicago Roofing.

Second—"Public Garden and Band Stand at Halifax, N. S." by F. R. Cooper, Payroll Dept.

Group 6. Animals and Birds.

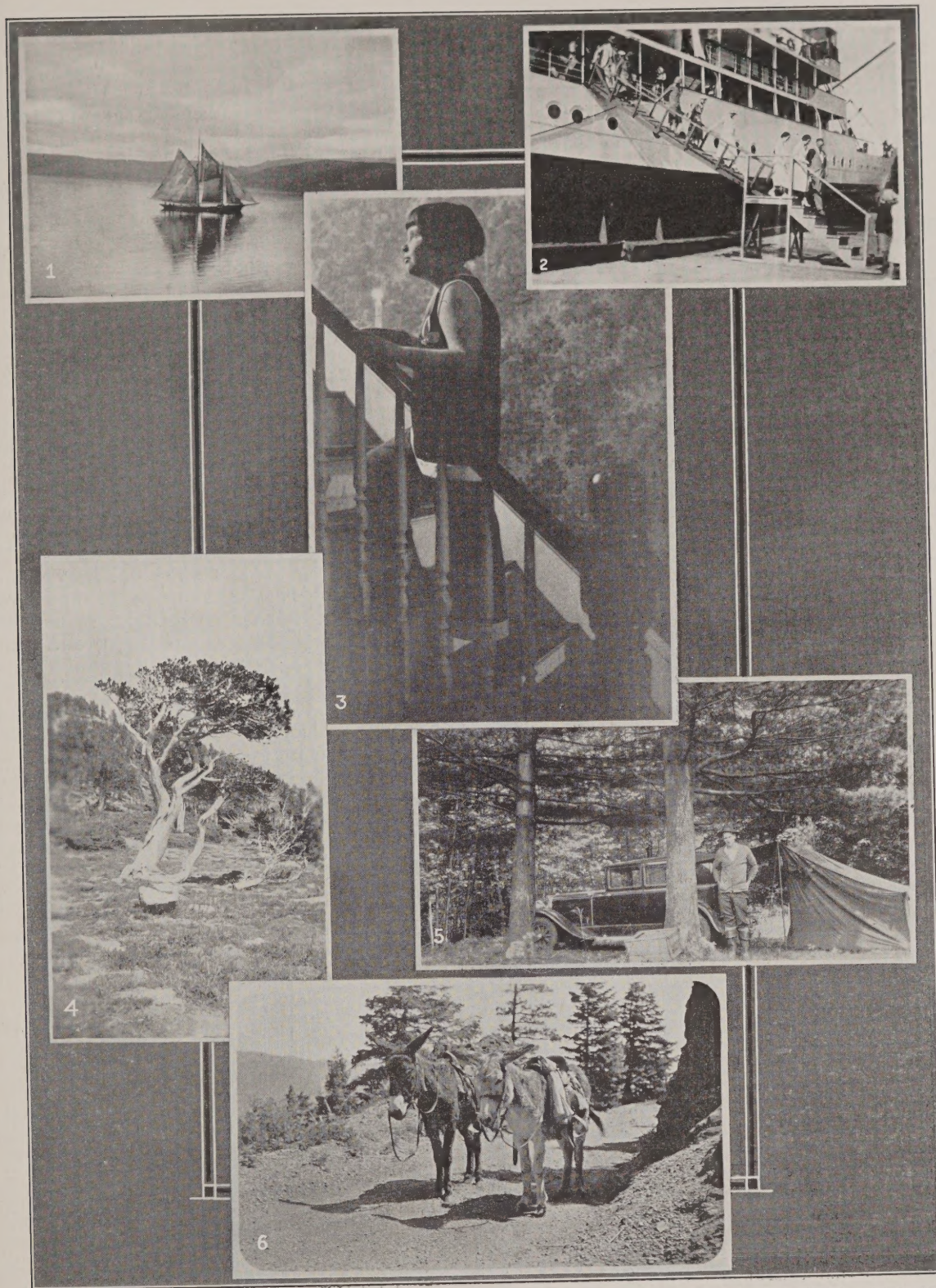
"The judges were surprised at the small number of contestants, and realized that instead of an even distribution of prizes it was inevitable that one person should get two or more prizes. The selections were made as follows: Each judge individually selected the three best pictures from each group and then all the pictures so chosen were spread out and from these the two best in each group were picked. We were surprised to find that in practically every case the decision was unanimous."

The pictures were all chosen by number and the judges had no knowledge at all of who had taken the prize-winning pictures.

Congratulations to the winners, and thanks to all who helped to make the contest a success.

GIRL'S BOWLING LEAGUE

AT a meeting on September 24th, a Girls' Bowling League was organized, with Helen Gustafson as Manager. They will join the Northern Division of the New England Ladies' Bowling League, and play matches with teams from the following towns: Franklin, Brockton, J. & P. Coats, Pawtucket, Costello's, Pawtucket, North Attleboro, Attleboro, and Mansfield. The home alleys will be Dine's at East Walpole.



First Prize Winners in the 1931 Vacation Picture Contest: 1. "Newfoundland Fishing Schooner," by Welthea M. Smith; 2. "Going Ashore," by Welthea M. Smith; 3. "And So To Bed," by S. R. Costello; 4. "Stunted Tree, Mt. Evans," by W. F. Stafford; 5. "Camping Out," by H. L. Tower; 6. "Two Burros," by Evelyn Wadleigh

BIRD'S NEPONSET REVIEW

Vol. XIX.

OCTOBER 1931

No. 10.

Published Monthly by the Employees of Bird & Son, inc.
In the Interests of the Company and Its Workers
For the Promotion of

Good Service

Good Business

Good Will

MILLS: East Walpole and Norwood, Massachusetts;
Phillipsdale, R. I.; Chicago, Ill.

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Assistant Editor

Photographer

Circulation Manager

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C. T. O'Connor

A. S. Blaney

Printing Foreman, F. R. Meyer

You must seek knowledge. Knowledge will not seek you.
—Madame Curie.

AN ORGANIZATION OF SALESMEN

WHETHER we like it or not, everyone of us living in the world today is a salesman.

That is a broad statement to make, but it is nevertheless, true. To quote from the August issue of the "Mead Co-operation," "Wherever men and women are associated together either for business or social reasons, the process of salesmanship is slowly but surely going on. How well we succeed in selling ourselves—our personalities—to others, determines largely our success in life, the number of friends we make, and how well we are liked."

EIGHT ESSENTIALS

The following eight qualifications are given by a Boston newspaper as being essential for every good salesman:

1. Diligence; pleasant persistence; ambition.
2. Moral courage; honesty; sincerity.
3. Constant effort to increase knowledge of product and people.
4. Temperance and temperateness.
5. Patience; avoidance of arguments; tact.
6. Loyalty; obedience to established rules and ethics.
7. Kindness; courtesy; the will to serve; and
8. Geniality; cheerfulness; enthusiasm; a pleasing individuality.

For these reasons it is important for us to know as much about salesmanship as possible. Unless we do, we shall have a hard time of it keeping our friends, our jobs and our self-respect. A good salesman sells himself every time he makes a sale of his company's product. His customers rely upon him to see that the goods are delivered as ordered and that mistakes are made right. If he can sell his own good faith, more than half the battle is won.

The mill worker and the man in the office are

salesmen too. Every day they are selling themselves to the company—proving that they are worth the money they are earning. And even the "idle rich" must continually sell themselves—their personalities—to their friends and associates.

And in each case the qualifications for success in salesmanship are the same. The Literary Digest, in its May 30 issue, quoting from the Christian Science Monitor, gives eight essential qualifications for a salesman in the United States. These are listed in the box panel on this page. Check yourself on each item and see how you measure up.

Carrying the idea of personal salesmanship one step farther, it is easy to see how we can make a very simple and profitable application of it at the present time. Sell yourself to your company—and you'll find that you do better work. Sell yourself to your friends—and they'll gain increased respect for both you and your company.

And then, to be of the greatest service right now—sell Bird Products at every opportunity which comes your way. If an acquaintance needs a product which we manufacture—sell him on the idea of buying the product which you help manufacture and which you know is of first rate quality. Boost for your company, and help us all return to the profitable days of 1927 and 1928.

ROSE FRIARY

MISS ROSE FRIARY, a Bird & Son worker for more than forty-three years, died under very tragic circumstances during the week of September 20th. Late Tuesday night, or early Wednesday morning, the 23rd, she wandered from her home on Mylod Street and was not found until Friday afternoon, when two boys found her on the shores of New Pond about two miles from her home. She probably died from exhaustion and exposure.

During her long association with Bird & Son Miss Friary worked in No. 2 Box Shop. In the early days she was employed in the old Hand-Pasting Department where the tack boxes were set up. After that she worked in the Printing Department until she was forced to retire because of ill health in December, 1930. Although her condition prevented her from working, she was not confined to her home. This attack of amnesia was very sudden and came as a shock, even to those who knew her well and had been with her constantly.

She is survived by her sister, Miss Mary Friary, also a Bird & Son worker who has been retired since September, 1929. Funeral services were held at St. Mary's Church, East Walpole on Monday, September 28th.

Miss Friary will be greatly missed by her many friends at Bird & Son. We extend our deepest sympathies to her sister.

LIBRARY NOTES

"'Tis Education Makes the Man."

THE approach of autumn has not only called the younger students to their classes, but a large number of maturer people who desire vocational and cultural advancement are taking advantage of the many excellent courses offered by the continuation schools through their evening classes and correspondence courses.

Bulletins recently received advertising business courses:

"Educational Opportunities of Greater Boston for Working Men and Women"—compiled by Prospect Union Educational Exchange.

Burdett College Evening School Bulletin.

University Extension Classes, Boston and Vicinity—Department of Education, Commonwealth of Massachusetts.

Home Study Courses, Columbia University.

Babson Institute for Training in Business Leadership.

New Books.

Non-fiction:

Blood and Ice—Ferene Imray, the author, was a well known Hungarian artist who when the war broke out served on the Eastern front against the Russians, was captured and finally transported to Siberia where he experienced unusual thrilling adventures. He describes impartially the happenings between the Bolsheviki and members of the old regime, for which the book is of particular value.

A Yankee Trader in the Gold Rush—Letters of Franklin A. Buck, a man of old New England ancestry whose courage and rugged character inherited from his forefathers fitted him to endure the hardships and to help accomplish the work of the early pioneers of the Pacific coast settlement.

Through Many Windows—Helen Woodward describes her struggle in her earlier years to obtain employment in New York City, her devotion to the advertising career, and her final success.

Fiction:

White Bird Flying
This Day and Time
Shadows on the Rock
Stories of Love and Courage
Tides of Malvern
Susan Spray
Voice in the Closet
All Along Shore
Chance of a Lifetime
Rock and Sand
Red Pepper Returns
Four Blocks Apart
Truth About Lovers
End to Mirth

Aldrich
Armstrong
Cather
Deeping
Griswold
Kaye-Smith
Lanton
Lincoln
Lutz
Oliver
Richmond
Roche
Widdimer
Williams

TUMORS AND CANCERS

THE body is composed of many different kinds of organs. Each organ is made up of cells and these vary in type in the different organs. As these cells wear out, new ones are formed. Growth, then, is a natural process to provide new cells, to increase the size of the individual, and to repair injured tissues.

Sometimes, for unexplained reasons, this growth goes on faster than the old cells die. We have then a bunch of cells piled up into what we call a tumor. A wart is the simplest example of a tumor. Some tumors are, therefore, solid masses of cells, other are filled with fluid, and still others with greasy material.

Many of these tumors are harmless. They grow to a certain size and then stop. They may bleed, they may cause pressure on other structures and, therefore, make trouble, but they do not spread into other organs and usually do not cause death. These are called non-malignant tumors.

There are other tumors which do invade other organs. Sometimes they keep on growing in every direction into any tissue which lies in their path. They may get into a blood vessel, be sent in the blood to a distant part of the body, where they continue to grow. They may get into what is called the lymphatic system and spread to a group of glands near by where they continue to grow. These do endanger life, sometimes within a very short time. They are called malignant tumors or cancers. In every case the cancer is composed of cells like the organ in which it arises.

Some tumors which start as non-malignant tumors suddenly change into rapidly growing cancers. Certain types of cancer appear on the surface as sores or ulcerations. In this way the patient does not recognize the possibility of a tumor being present, as he sees or feels no bunch. Some internal tumors give no external evidence, but give such symptoms as pain, bleeding, indigestion, bowel obstruction, severe constipation, etc. Many cancers develop without any pain.

Non-malignant tumors should usually be removed, because absolute proof of their nature cannot be had until a microscopic study is made and because they may change into the more serious type of tumors. Malignant tumors, if taken care of early, can often be permanently cured. You cannot tell which yours may be. You must consult a doctor and let him decide. It is better to remove apparently harmless tumors than to let time show that they are harmful, for the treatment of cancer is a race against time.

The only successful methods of treating cancer or tumors are by operation, X-ray and radium. One type is best treated by one method, and another by another method.

There is nothing contagious about cancer. It is not inherited. It is not a blood disease. It is not a disgrace to have cancer.

There is no known medicine, taken internally or applied externally, which will cure cancer. Secret remedies are all fakes. Any remedy of any value is studied by the medical profession and the truth told to the doctors throughout the world. Nothing is patented or kept secret. Your doctor is your friend.

BLANKETS FOR SALE

Cold weather is coming soon. Order your blankets now from the Main Mill Storeroom.

Prices are as follows:

Blankets —18c per pound.

Felt in Rolls—15c per pound.

Halburton Dobbins, Storekeeper.

Notes From Plants and Offices

MAIN OFFICE AND SALES

<i>Margaret Poff</i>	<i>Sabina Costello</i>	<i>Alice Fales</i>
<i>Alice Clem</i>	<i>Gladys Noddin</i>	<i>Beatrice Severance</i>
<i>Ida Milesky</i>	<i>O. C. Turkington</i>	<i>John Andrews</i>
	<i>Elizabeth Lawson</i>	

Stan Bailey (Roofing Salesman) is a firm believer in Santa Claus. A short time ago a neighborhood theater raffled off a Westinghouse Electric Refrigerator, and out of 20,000 tickets, his was the one to be drawn! The ice cubes have been a great help during the hot weather, he says.

Dwight Colburn enjoyed two weeks in the White Mountains, favoring Newfound Lake District.

Eleanor Morse spent her vacation at the family cottage in Gloucester.

Horticultural Note: Evelyn Wadleigh is still picking cactus thorns out of her thumb. She has extracted 30 already since she returned from Colorado.

Margaret Kelly plans two quiet weeks in Manchester, N. H.,



Y' Heave Ho! and a bottle of ginger ale! On the beach at Georgetown, Maine. Alice Fales of the Boston Office is the second one, counting from right to left

visiting her mother. Margaret's program will be sleeping, eating and reading.

We were pleased to receive a long, newsy memorandum from L. L. Thompson of Washington, D. C., recently. He gives us the following interesting items:

Mr. Thompson and his family spent their vacation at Ocean City, Maryland, collecting a wonderful assortment of mosquitos and flies.

George Matthews who was with Bird & Son for 12 years stopped in at the Washington office recently.

Frank B. Ross had the Bird Salesmobile for a while and was "as pleased with it as a kid with a new toy."

H. H. Campbell who was with us for 10 years travelling in Virginia is now with the Griffith Consumers Company of Washington, selling Bird products.

Mary Hickey reports a good vacation, part of the time being spent at Barnstable.

Gladys Duncan has returned from her vacation spent at Onset. She also is the owner of a "Baby Lincoln." Look out, Glad, it can't go as fast as the Buick.

Peg Turner spent two weeks' vacation at Poland Springs, Maine.

Ray Young is back from his vacation motoring through the South.

Mary Bannon, Ingrid Mattson, and Hilda Rafuse have been vacationing at Hampton Beach. Also Anna Smith, Pauline Rafuse, and "Jay" Hale.

Marion Smith was at Pinehurst, Wareham, for her two weeks.

Dorothy Lynch reports a very pleasant trip touring New York, Philadelphia and Washington.

Arthur Garland and family spent their vacation at Hampton Beach.

May Walsh enjoyed a pleasant vacation in Onset; Katherine Dowling preferred the North Shore, and spent her holidays in Gloucester.

Arthur Bushell and his wife spent a happy two weeks at the Central House, Bethlehem, N. H.

Marion Tolman enjoyed a vacation at New London, Connecticut.

Albert Kimball has been transferred from the stores to the Cost Department.

Hazel Crandall was given a surprise miscellaneous shower by her friends at Bird & Son at the home of Louise Percy on Tuesday evening, September 22nd. The bride-to-be was the recipient of many beautiful and useful gifts. During the evening games were played and delicious refreshments were served by the hostess. Hazel will become the bride of Russell Fowler on October 9th, and will reside at Mansfield, Mass.

PAPER MILLS

East Walpole, Mass., Mill

<i>John E. Curran</i>	<i>John F. Burke</i>
<i>Herbert L. Badger</i>	<i>John H. Maguire</i>
<i>Welthea Smith</i>	<i>Mary Driscoll</i>
<i>Herman Nordstrom</i>	<i>John DeCosta</i>
<i>John Maitland</i>	<i>Mario Boragine</i>
<i>Sophie Novick</i>	
<i>Halburton Dobbins</i>	

Ralph Wilkins and family toured Cape Cod the week-end of August 9. He says he didn't miss a beach.

James Kivlin is spending his vacation at Brant Rock.

Jim Maguire returned from a business trip to Maine just in time to start his vacation which he will spend at South Dennis.

Welthea Smith says there is no better beach on the Cape than the one at Popponessett.

Kenneth Rouillard spent his vacation taking short trips—Mohawk Trail, Cape Cod, etc.

Mary Sameski of the Cartridge Cutting Department was married to John Stepanovich of the Flooring Mill, at a very elaborate and beautiful wedding at St. Peter's Church, Norwood, on Monday afternoon, September 7th. Following the ceremony, a reception was held at Lithuanian Hall. Many friends from Bird & Son were present.

Arthur Doderer is the proud father of a husky boy born on September 15th at the Norwood Hospital. The baby has been named Arthur, Jr.

Kimble McEwen is receiving congratulations on the birth of a daughter, on September 10th.

Joe Rosevitch spent his vacation going the rounds at Brockton Fair.

Frank Massey attended the Legion Convention at Detroit and reports a very good time had by all.

Mike McDonough spent his vacation digging potatoes, and getting some of the blueberries, in a secret place that only he knows.

John Ready spent his vacation at Revere Beach and says he made a good week's pay there—but how, we know not.

Charles Knaus motored through New Hampshire on his vacation.

We are glad to see Vincent Grudinsky back to work again.

John H. Maguire spent most of Brockton Fair week watching the dog kennels and the races.

Lewis Keddy spent his vacation (or most of it) on the road between here and Nova Scotia.

Ruth Koch took her vacation the latter part of September, and visited Maine and Palmer, Mass. Ernest Oakes was pinch-hitting for her in her absence.

Ruth Milliken is assisting in the Main Mill Office.

CARD OF THANKS

I wish to thank my many kind friends and neighbors for their expressions of sympathy and for their beautiful floral offerings during my recent bereavement.

Mary Friary.

Phillipsdale, R. I., Mill

Rexford H. Salisbury
David S. Lowry

John H. Nolan
Leslie E. Howard

Les Howard has dressed up the yard again with his new Plymouth. He doesn't know whether it is a come-down or an improvement to go from his old Buick to a new Plymouth.

Willie Banks and William Livingston have just come back from two weeks vacation in Canada and so far as we can find out neither one has been arrested.

Manuel Perry has found his new Nash a little too fast for some Massachusetts towns. He is thinking of going back to the old Elcar.

Johnnie Nolan has a new (to him) Packard, no less. This enabled both him and Chamberlain to take in the golf tourney at the Wannamoisett.

Thomas Horridge has traded in his Chevrolet for a Pontiac. A flood of suggestions has been sent to East Walpole from Phillipsdale, practically every man having put in at least one. Over 160 were sent in.

The beater room annex has been built up so that now the trucks are level when backed up to the door.

Our rag storage room has been arranged so that trucks may now be unloaded directly into the building.

Helge Holter is now serving on the grand jury in Providence. We understand that Ted Maddern is hunting for a farm. Anyone having a farm for sale might get in touch with him.

Charlie Smith, Bill Callan, and Ed Medbury have had their vacations. We understand Bill put in his seeing two or three ball games and Brockton Fair.

Our superintendent, Mr. Henderson, has been appointed a member of the East Providence Zoning Board.

This has been another heavy month for vacations. Mr. Henderson went to Atlantic City, Harriet Neill to Westport, Herb Chamberlain to North Conway, George Hawley to Quonachontaug, Helge Holter to New Hampshire and New York, Ted Maddern to New Hampshire (fishing), William Livingstone and Willie Banks to Canada.

John Barquist went down East, Jimmie Casey spent his vacation home sick, Nate Olch entertained his daughter who was home from New York, and Ed Kelley took in all of the shore resorts, one day acting as part of the ground crew of the blimp which was formerly the "Neponset."

BOX FACTORIES East Walpole, Mass.

No. 1 Box Shop

Charles H. Mutch
Herbert Lewis

Ralph Watson
Ralph Farris

John Locke returned from his vacation a day early. Evidently he feared the Chevrolet might collapse so allowed plenty of time. John should have bought a Plymouth instead of his new double-barreled superheterodyne radio with folding alarm clock and non-skid programs, \$2.98 f.o.b. Brookline.

Red Curran and Ralph Watson have joined Lee Ward in the ranks of new Plymouth drivers.

Al Kendall is back on the job from vacationing in Keene, N. H.

Ralph Farris is spending two weeks in Eastport, Me.

Louis Desjardins and Maurice Tarr are collaborating on a new system for the Corrugated Dept.

Jim Brown of the Corrugated Dept. is shortly to set sail for Bonnie Scotland. All wish him bon voyage and good luck.

John Hunter wants to sell his Pontiac, but even the junk dealers seem pessimistic.

George Harland promises us all an announcement of great significance in the near future. Your guess is as good as ours.

Mrs. Randall couldn't understand why so many cases of earache were reported from the Box Shop. Upon investigation she found that the men had been listening to Bullet "Whata-man" White talking baseball.

Ralph Watson spent his vacation at Lake Maranacook.

Ernest Koebe stood the Jersey mosquitoes all right but the sun burned him up till he looked like a lobster.

Bob Morse is vacationing at Lake Champlain.

Mr. William Downing of No. 1 Box Shop is spending his vacation in New York City.

We extend our deepest sympathy to Albert Hammond, whose wife died on Sunday, September 27th.

No. 2 Box Shop

Edward Scanlon
Catherine Brady

Frank Eisenhaur
Edward Gronroos

Christine Sherer
Anna Duffy

Frank Eisenhaur has a new hobby! He saves a little of his lunch each day for a certain species of bug he is very much interested in catching. He attracts them to a glue pot with the lunch, and watches them get stuck there. It might be a good paying proposition if he got enough of them and could train them. But what we want to know is what he does with them each morning, as he never keeps them over 24 hours.

William Duquette has been walking around for a year now



Mr. and Mrs. J. B. Blandford (Southern Roofing Salesman) just after inspecting the Black Mountain Coal Mine at Kenoir, Kentucky

wearing a big smile and carrying a bag. Well, the bag broke the other day and let the cat out, and we learned with much surprise that he has been married since August 25th, 1930. We've noticed that he has been gaining weight, so the Mrs. must be a good cook. Lots of luck and best wishes to you, Bill.

Anna Duffy, so they say looks with envy at Bill's ring, so we think there may be another surprise before very long, especially as we notice that when the boy friend calls to take her home, they take the back road instead of the main one. The longest way around is the sweetest way home.

Alvah Bridgman is back at work again after an extended vacation at different beaches. He decided the weather was getting too cool.

Rolly Meyer had a number of rainy days on his vacation, but the sun must have shone every day at Falmouth Heights, because he came back with a good coat of tan.

Frank Hartig has been going around lately singing "Poor Butterfly"—and as far as we can learn the cause of it all is that Frank is still catching butterflies for a new ash tray he is making for his Ford. It is some Ford now, dressed up with flags of all nations, etc. One night over in Wrentham a woman mistook his car for the entrance to Weber Duck Inn, and tried to drive through it. We think he had better change his color scheme before it is too late. One sock on the foot is worth two in the Ford!

ROOFING MILLS AND OFFICE Norwood, Mass., Mill

Charles Savage
John White

Charles Seavey

Charles Watson
Edward Hiller

Harry Dresser spent two weeks at Patuisset on the Cape.

Attilio Tronto has purchased a Dodge car.

Paul Sansone spent his vacation in short trips to various beaches.

Frank Mumbrow from the Flooring plant has been transferred to the Roofing Mill for a short period.

Vito Carchedi has returned after several weeks' confinement at the Norwood Hospital.

Bill McLauchlan has returned from a vacation spent at Marshfield.

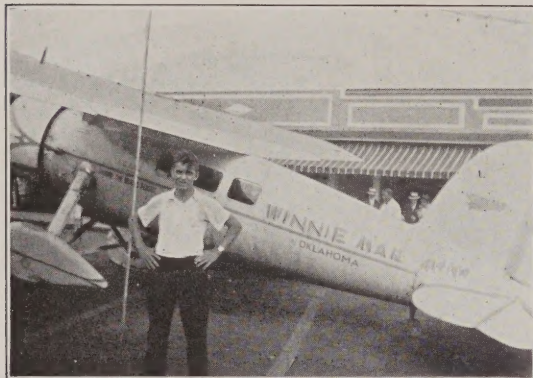
Warren Manson is back at work after an enjoyable motor tour through Maine.

Patrick Tracey is enjoying a two months' vacation in his native Ireland.

Oscar Saterdal is back at the Roofing Mill after a short stay at the Main Mill.

Harry Bellew spent his week at home, while Jepson enjoyed the white lights of Times Square, New York, and surrounding points of interest.

We extend our sympathy to Mario Tomasetti, whose wife died on September 25th.



Joseph C. Donnelly, son of Jack Donnelly, Roofing Salesman, taken at Old Orchard Beach on August 14th. The Winnie Mae is the airplane operated by Post and Gatty on their trip around the world

Charles Chorlton has recently become intimately acquainted with the surroundings at New Pond by moonlight. Remember Charles, cigars might lose their magic, next time.

Holy smoke! Charlie O'Connor has the pipe complex. No matter how old your pipe or how badly it smells, Charlie will purchase it and add it to his ever-growing collection. Already specimens dating back to the times of the Incas and right up to the present can be seen in his museum.

Nelson Bartlett spent his vacation at Moosehead Lake, Maine.

H. E. Jepson vacationed at Mattapoisett.

Chicago Mill and Office

C. J. Perrizo John Matcha Dell F. Lydon

We are glad to have Jim Bartlett back with us again after a prolonged absence due to illness.

Glenn Young left on his vacation Saturday, September 19th. He will spend the two weeks at his home in Pennsylvania.

Anyone who missed the two baseball games between the Mill and Office teams certainly has something to regret. The players claim that they never had so much fun, and the spectators got an even greater kick out of it. The both games went to the Mill—the first on September 14th by a score of 10-6 and the second on September 18th, 5-2, 5 runs being scored by the Mill in the 7th inning.

Mr. Hird spent a few days in the Louisiana and Texas territories recently.

Announcement: In case you have not noticed it before, Eric Gach's car has now developed brake squeak No. 3. It appears he has entered a contest with B. J. Overholt to see who can develop the greatest number of squeaks in a given time, and from present indications it looks as if Eric will win. But never mind, Eric, it's music to the ears of some of us, particularly when we have just a few minutes left to make the office before the morning bell.

We think we should be rather proud of the fact that the Chicago office boasts of two artists. Most of us are familiar with Florence Morman's work, but have you seen Jean DeBerg's wood carvings?

Now that B. J. Overholt has re-established himself in his city residence, we imagine the traffic cops on the Dunes Highway can take a much needed vacation.

On a recent visit to the loop Ann Conmey was relieved of \$15.00, but the thief was so gentle she did not notice her loss until next morning. Chicago thieves are that way, you know. (Not a paid advertisement.)

We are glad to learn that Joe Miller, who was reported as being quite ill, is improving. In spite of his illness Joe continued to send in orders.

We welcome to our organization James McGuire, who is taking over Gordon Wikelund's position. Gordon was transferred to the Sales Department and is now operating the Expando Demonstration Car.

Duke Perrizo, Harold Altman, Bob Brebach, Gresham Brebach, Eric Gach and Howard Hanna played golf at Oak Hills last Saturday afternoon. The scores, as well as the language used, were unprintable.

Chicago lost the Safety Shield when C. Overholt had some fingers crushed. To No. 2 Box Shop, who now become its custodian, we offer our congratulations.

In order that the young ladies in the office might have a better understanding of the various manufacturing operations about which they write, make reports, etc., groups of them are taken through the plant from time to time. One of these groups was taken through by Ray Wolf of the Laboratory recently.

Jean DeBerg reports a 4 inch reduction in the waistline in just a few weeks, and while he might still be considered slightly corpulent, the results are hopeful. If interested further, see Jean.

George Heugel reports the birth of a daughter, Janis Yvonne, weight 9 lbs., born August 27th.

Mr. Wilson and Mr. Hird attended the Sales Executive Conference at East Walpole on September 10th.

Harold Altman passed around the cigars and candy on Wednesday of this week, the occasion being the birth of a daughter, Joan Louise, weight 8 lbs. 15½ oz. Mrs. Altman and the baby are both doing well. Harold is also standing up well.

Marjorie McNay is now working permanently in the Accounting Department. She takes the place of Ann Pollock who left us on September 5th to continue her studies at the Chicago Normal School.

Norma Olson is doing some temporary work in the Sales Department.

FLOORING PLANT AND OFFICE Norwood, Mass., Plant

John S. Smith James R. Hanley Lester Evans
Tom Rogers Kaino Paajanen Lawrence Gammell

Elton Hamilton spent his annual vacation on the Cape.

Joe Long started the season right by wearing his derby to the Brockton Fair.

Martin Scampini spent the week end of Labor Day in Newark, New Jersey.

Joseph Stepanovich is at the Norwood Hospital, recovering from an operation.

More wedding bells at the Flooring Plant—On Labor Day John Stepanovich was married to Mary Sameski of Short Street, also an employee of Bird and Son. Lots of luck, Steppy.

Clement Coughlin, Michael Sameski, and Vito Murphy have been transferred to the Roofing Shipping and they seem to like the change very much, especially Clement. He says it is a wonderful place to keep in shape.

Bernard Bailey and Leo Bernier attended the American Legion Convention at Detroit as members of the Norwood Post Legion Band. Bernard plays a mean "Sax," and Leo, in addition to being Treasurer, toots the "Umpa, umpa"!

Frank Clem is the latest disciple of Mahatma Gandhi. When he left for the tennis tournament at Springfield, he

packed in such a hurry that he put in a coat and vest, but forgot his trousers!

We hear reports that Elmer Noddin who is convalescing in Maine is progressing favorably.

At last! A rival of "One-Eye Connolly!" A well-known young man from the Flooring Plant has achieved success, even though it was "finale hopping." He attended the Brockton Fair by waiting until the ticket sellers had ceased their labors for the evening and the crowd was coming out of the grounds. Then our brave hero crashed the gate! Ah! such technique!

Kaino Paaajenen says Bentley is a good school, but there are no red-headed "Betty Co-Eds" there, in fact there aren't any co-eds at all. And that's bad!



Marie and Josie Puopolo,
children of Nick Puopolo,
Rug Finishing Department.
This is the way they kept
cool this summer.

Chicago Flooring

V. D. Szukalla

Gladys L. Davis

Messrs. Boiteau and Mr. Jakel both sent in a clipping from their local newspapers showing Al Simmons of the Philadelphia Athletics baseball team soaking a sprained ankle in a bucket. Incidentally, the picture shows that the floor of the room in which he is sitting is covered with Neponset pattern 3005 or 3006. Al's home is in Milwaukee, Jakel's territory, and quoting Mr. Boiteau: "Jakel's customers sell Neponset to the homes of the great as well as the near great."

Evelyn Hoffman changed the general procedure by treating us with candy for her birthday instead of the customary birthday cake. Umm—Und how ve hate candy!

We are wondering whether Butler Brothers will be forced to install an old-fashioned hitching post outside the building when we girls bring our horses down. We already have the new Empress Eugenie hats—all we need now are the horses. Never mind, men, we'll let you wear our derbies this winter—with or without the plumes.

Mary Curran came back from her vacation suffering from hay fever. Could it be that she was out with a "grass" widower?

Virginia spent her vacation at Lake Delavan, Wisconsin. She came back "brown as a berry." Why the dreamy look, Virg?

At a Flower Show held at Grays Lake this summer, Gladys' mother and sister both received ribbons for their entries. Why didn't you take your marble orchard over there, Glad? But then, of course, they wouldn't have had a chance.

Mr. H. E. Sawyer, Jr. spent several days in Chicago recently.

Mrs. Hindmarsh and Joanne stopped in to see us one Saturday morning. Little Dicky Reid and Joanne are surely tied for first place when it comes to bright blue eyes and red curly hair.

Mr. Howells spent his vacation showing his uncle and cousin from Wales a bit of our country. Judging from their pictures, they must be very lovely people.

According to Mr. Bagley, the Boyer-Furber Furniture Company of LaCrosse, Wisconsin, have had very good results from our consumer folders and Trade Mark display. His

memorandum reads in part: "The mechanical display stopped nearly all who passed the store and about 95% of those who looked walked over to the window and looked over the entire display of merchandise. Spent some time, which is what the firm wanted the window to do. This kept up after the store was closed as long as the window lights were on."

Do you know Virginia's Spitz? No, she doesn't, but she has one. His name is Pudge. She says he hasn't learned parlor manners yet, but is a very fine puppy.

And speaking of dogs, Sadie almost got one one morning at 7 o'clock, only the man saw her. See her for details.

Have you noticed how efficient E. P. Smith is getting with his Yo-Yo top? And have you noticed Tom's red tie? You couldn't possibly miss it, it's so loud. Probably it's made of crash.

VISITORS DURING AUGUST AND SEPTEMBER

East Walpole and Norwood Plants

Mr. W. M. Robinson, Bermuda.

Mr. Harry Kramer, Lexington Rug & Carpet Company.

Mr. and Mrs. Aaron H. Denlinger, L. J. Denlinger Company.

Mr. Hewitt P. Mulford of H. P. Mulford Company, Lebanon Ohio.

Mr. Christ and Mr. Bartlett of Stanley Works, New Britain, Conn.

Mr. and Mrs. H. Tingblad, The Atherton Co., Brockton.

Messrs. Contegenegro, Conti, DeFranzo, Fawcett, Levenson, and Rejo, D. Levenson Co.

Mr. and Mrs. Ben Epstein.

Messrs. Kirkpatrick and Olsen, American Appraisal Co.

Mr. Samuel Alexander, Ireland.

Chicago Flooring Office

Mr. Kyncl of the Leader Store, Chicago.

Mr. E. H. Gyory, 364 N. Cicero Ave., Chicago.

Mr. J. Zaiken of Sears Roebuck & Company, Chicago. Mr. Zaiken also visited the mill the last week in August.

Mr. Kimball, Kimball Furn. & Rug Corp., Elgin, Ill.

Messrs. V. Salezinski, L. Sahlanik and E. Kioebge of Boston Store, Chicago.



Jonas Johnson, Print Shop,
Chicago, with his daughter,
Marguerite, in Lincoln
Park, Chicago

The driver of a Ford sedan, who was plainly out of his element in city traffic, attempted to turn around in the middle of a block, and was side-swiped and upset by a hook and ladder fire truck on its way to answer a call.

Striding over to the overturned vehicle, a traffic officer poked his head through the broken window and demanded:

"What do you mean by blocking traffic like this? C'mon outta there; you're pinched!"

"You let him alone!" said a female voice from the back seat. "How did we know them drunken painters were going to run into us?"

ATHLETIC NOTES

FRANK CLEM, representing East Walpole as winner of the Francis William Bowl Tournament, went to Springfield on Saturday, September 5th, to play in the Public Park Tournament there. He was eliminated in the first round by the representative from Hartford, Connecticut.

At present (September 22nd) there is no change in the Departmental Baseball League. The deciding game between No. 1 Box Shop and the Main Mill has yet to be played, and is scheduled for Saturday, September 26th.



Frank Clem, winner of the Francis William Bowl Tournament, taken in a serious mood during the week end on which he went to Springfield to play in the Public Parks Tournament. The fact that he was eliminated may have something to do with his expression. Better luck next time, Frank

BIRD CLUB ANNUAL MEETING

THE annual meeting of the Bird Club was held at the Club house on Friday, September 11th. Routine business was transacted and several matters presented which were referred to the Council for further consideration. B. D. Rogers was re-elected Secretary for the coming year, and H. S. Whitney was again made Treasurer. Five directors were elected for a three year term: Paul Guttormsen, Ernest H. Coleman, Halburton Dobbins, Benjamin R. Taylor.

Plans will be announced very shortly about entertainments for the coming year.

WITH THE SOCCER TEAM

THE Bird and Son Soccer Team opened its 1931-1932 schedule on Sunday, September 13th against the Sturtevant F. C. in a game played at the East Walpole Athletic Field.

Bird & Son was the better combination from all angles, and won an easy victory by a score of 8 goals to 1. McAllister and Schuller scored two each, while McKenna, Benson and Brown tallied once. The team was short one man, Hugh Farquhar, new full-back from the Woburn team, who could not get here for the game.

The players in this first game were: Goal, Benson, Fullbacks, Jack Smith and Sidney Sansom; Halfbacks, Alex Russell and Alan Craig;

Forwards, Jack McAllister, Hugh Gardiner, James Schuller, Walter McKenna, and James Brown.

On Sunday, September 20th, the second game of the season was played, also at East Walpole, against the forceful Norwegian A. C. An exceedingly hard-fought game ended in a 3 to 3 tie. McKenna, Schuller and Smith scored for Bird & Son.

Bird & Son have now taken three out of four possible league points, and the team has not yet been fully organized.

GLANCING BACK

SEPTEMBER

5 Years Ago—the New Norwood Hospital was opened, September 1, 1926.

10 Years Ago—Second Annual meeting of Bird Club held. Treasurer reported a profit for the first year. President P. R. Allen stated that the success of the Club was assured.

H. Eugene Sawyer wins over W. B. Rogers, Jr., in Tennis Singles Tournament. Score of final match 6-3, 6-3, 6-4.

15 Years Ago—Bird & Son A. A. win the Neponset Challenge Cup in a three game series with the Norwood Press. Bird & Son won all three games. "Tap" Geary was manager, "Bill" Sline was pitcher, and "Bullet" White, mascot.

30 Years Ago—Bird & Son launches big fall campaign to sell more "Red Rope Roofing" than ever before.

OCTOBER

5 years ago—Work completed on grandstand at Athletic Field.

10 years ago—Finishing touches put on the installation of new power system at the Main Mill: new boilers and automatic stoking equipment installed.

15 years ago—On Friday, October 13th the electric railroad operating between the Roofing and the Flooring Plants was opened, with appropriate ceremonies.

JOHN GLEN & COMPANY, LTD.

RECENTLY there came to our office a brochure sent out by John Glen & Company, Limited, of Glasgow, Scotland.

It was published in commemoration of the fiftieth anniversary of the firm and in memory of John Glen, its founder, who died this year. The booklet contains a complete story of the growth of the firm from its small beginnings as a bootshop to its present status—one of Glasgow's largest warehouses. Many pictures are shown of the fine new building opened this past spring.

John Glen & Company are one of the large companies selling Bird Floorings in Scotland. We congratulate them on their fifty years of success and achievement.

VETERAN'S SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during the month, and of those who complete twenty or more years' service during October.

			Yrs.
John H. Maguire	10-12-1882	Paper Mill	49
John Dower	10- 1-1895	Maintenance	36
Chas. T. Derry	10-12-1897	Retired	34
H. L. Engley	10- 9-1901	Maintenance	30
Victor Purdy	10-12-1907	Maintenance	24
Alice Fales	10-28-1907	Boston Office	24
Jerry Cullinane	10-10-1910	Maintenance	21
Nils Lindequist	10-11-1910	Flooring Plant	21
John Foley	10- 4-1911	Roofing Plant	20
Julia Dolan	10-16-1916	No. 2 Box Shop	15
Michael Damules	10-16-1916	Roofing Plant	15
Lawrence Doane	10-30-1916	Paper Mill	15
J. R. Maraist	10- 3-1921	Flooring Sales	10
Gunnar Gottberg	10- 4-1921	Maintenance	10
Raymond C. Call	10- 6-1921	Roofing Plant	10
W. E. Hicks	10-24-1921	Paper Sales	10
Ralph Hildreth	10- 1-1926	Flooring Plant	5
Joe Guertin	10- 4-1926	Roofing Plant	5
Ludovic Fournier	10- 7-1926	Flooring Plant	5
Joe Serrator	10-13-1926	Roofing Plant	5
Charles O'Connor	10-18-1926	Roofing Plant	5
Anthony Feeny	10-18-1926	Paper Mill	5
Robert Rodd, Jr.	10-18-1926	Main Office	5
James Porter	10-19-1926	Flooring Plant	5
Gordon Russell	10-21-1926	Flooring Plant	5
Francis Howe	10-25-1926	Finishing Plant	5
John L. Locke	10-25-1926	No. 1 Box Shop	5
Phillipsdale			
Charles Smith	10- 6-1916	Plant	15
Tony Sousa	10- 9-1916	Plant	15
Chicago			
F. E. Dyess	10-20-1926	Roofing Salesman	5

THE MAN WHO IS AHEAD

In almost every paper
You are pretty sure to find
A lot of gush and nonsense
About the man behind—

The man behind the buzzsaw,
The man behind the gun,
The man behind the ploughshare,
And the man behind the son;

The man behind the whistle,
The man behind the cars,
The man behind the kodak,
And the man behind the bars;

The man behind the whiskers,
The man behind the fist,
Oh, you read about them often.
For they're always on the list.

But there's another fellow
Of whom nothing has been said,
It's the fellow who is even
Or a little way ahead;

The man who pays up promptly,
And whose checks are always signed;
He's vastly more important
Than the man who is behind.

For every kind of business
And the whole commercial clan
Is indebted for existence
To his honest fellow man.

He keeps us all a-going
And his town is never dead,
So we all take our hats off
To the man who is ahead.—Parry's Pickings.

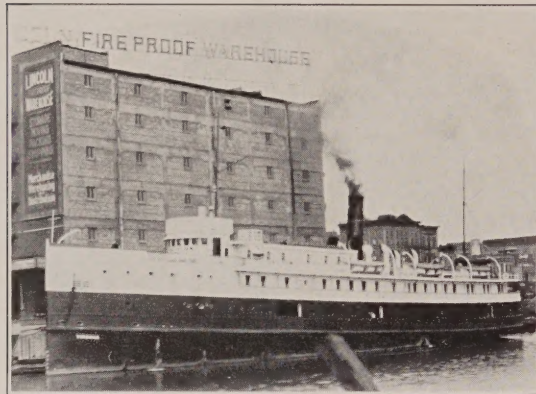


Bird & Son Soccer Team, just before the finish of the season last year. Practically all of these veteran players are back again this year looking confidently ahead to the best season yet. Standing: Patrick Campbell, trainer; Ernest Tetlow, Sidney Sanson, James Schuller, Harry Benson, Jack Eckersall, Leonard Schofield, Alex Russell, and William McLaughlan, Manager. Kneeling: James Brown, Walter Mc Kenna, Jack Smith, Hugh Gardiner, Jack McAllister.

INSURANCE COSTS

IN 1934, and thereafter, Savings Bank Life Insurance, although still under state supervision, will be self-supporting, by virtue of a measure which is now in effect and which works as follows:

In 1929 legislation was enacted on petition of the Savings Bank Life Insurance Division, under which the insurance departments of the savings banks repaid to the Commonwealth in 1929, 25 per cent. of the amount expended by the state in that year for supervisory and administrative overhead.



S.S. "Virginia," anchored in the Milwaukee River, unloading two cars of Neponset. It is the first boat to unload a cargo at the Lincoln Fireproof Warehouse, which is our warehouse in Milwaukee. Taken by F. W. Jakel

In 1930 the reimbursement equalled 40 per cent. of the amount expended by the Commonwealth in that year.

In 1931 the insurance departments will repay to the State a sum equal to 55 per cent. of the amount expended by the Commonwealth this year.

In 1932 the reimbursement will amount to 70 per cent. of the amount expended by the Commonwealth in that year; in 1933,—85 per cent.; and in 1934 and thereafter the insurance departments of the savings banks will repay to the state the total cost of supervision each year, putting the system not only on a self-supporting basis but on a basis that will yield to the Commonwealth each year substantial net income in the form of taxes. This program for repayment to the Commonwealth was arranged upon a gradually increasing scale without disturbance to the scale of dividends to policyholders already well established; and which have made possible for the persons insured under this plan the lowest cost legal reserve level premium life insurance in the United States.

The following example will illustrate the low net cost to the Commonwealth:

Appropriation for 1931.....	\$42,600.00
Of which 55 per cent. is to be repaid by the insurance departments of the savings banks...	23,430.00
Net payment.....	\$19,170.00
The savings bank insurance system also will pay to the Commonwealth in 1931 taxes in the amount of.....	15,850.69
Net cost to the state in 1931.....	\$ 3,319.31

NOT INTERESTED IN ROOFINGS

IT was at a fair on Robert P. Roberts' (Roofing) territory. The customary Bird exhibit was on display, including one of our miniature houses which attracted considerable attention.

An old lady appeared at the booth, and Mr. Roberts stepped over and asked her if she was interested in roofing or had any work of that nature to be done. She answered "No," rather curtly and walked away.

In a few minutes she was back again, and again Mr. Roberts inquired if he could help her.

"No," she said, and walked away again.

A third time she appeared at the booth and before Roberts had time to open his mouth said, "No, I am not interested in any of your roofings at all. All I want to know is how much are those Bird houses?"

GOLF LEAGUE

WITH a match and a half still to be played, the Bird & Son Golf League has practically completed its first season. The office team, which has been in the lead the greater part of the season, still holds first place. If the sales team, which figures in all the unplayed matches, should win all 12 points, they would wind up the season one point ahead of the office team, but they are the only dangerous opponents.

The standing at present is as follows:

	Points
Office	30
Main Mill	20
Sales	19
Flooring	15

The matches still unplayed are a full match between Flooring and Sales, and half a match between Office and Sales.

ACKNOWLEDGMENTS

In behalf of my family and myself, I wish to thank my friends at Bird & Son for their most kind expressions of sympathy during my recent bereavement.

Alfred A. Boyd.

In deep appreciation of the kindness shown us at the loss of our loved one, we wish to thank all our friends at Bird & Son, inc. for their flowers and kind expressions of sympathy.

Mrs. Alona A. Bursley.

Mr. and Mrs. Daniel Murray.

Mr. and Mrs. Elmer A. Bursley.



BIRD PRODUCTS

Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt	American Twins Thick Butt	NEPONSET Double Twins
American Double Twins	Hex-Twins	Lock-Butt
Super Twins (Thick Butt)	Giant Individuals	Individuals
		Custom Built Shingles

BIRD Roll Roofing

Paroid	Art-Craft	Shingle Design	Slate Surfaced
American Ready		Old Reliable	Universal

BIRD Building Papers

NEPONSET Black	Saturated and Coated	American	Economy
	Refrigerator Insulating	Paper Mulch	

BIRD Wall Board

NEPONSET Board, Cream White	American Board
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BIRD Specialties

Asphalt Felt	Paroid Built-up Roof	BIRD Deadening Felt
	Plastic Cement	Roof Coating
BIRD Insulating Board		Art-Bric Siding

Flooring Division

BIRD Rugs	BIRD Floor Coverings	BIRD Tile Flooring
BIRD Rug Border		BIRD Lining Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases	BIRD Shoe Cartons
NEPONSET Waterproof Paper Flower Pots	Tack and Screw Boxes
Flower Pot Covers	

Special Paper Division

Standard Pressboard	—	Rocket and Torch Paper
Dry and Waterproof Felt Papers for Special Purposes		

BIRD & SON, inc.

Established 1795

EAST WALPOLE, MASS.



{List of Bird Products on Inside Back Cover}

BIRD'S NEPONSET REVIEW

Vol. XIX

November 1931

No. 11

SUGGESTIONS

THE Suggestion campaign, which ran from September 1 to 15, brought in one thousand fifty-seven individual suggestions from one thousand and twelve different workers. It had as its goal a suggestion from everyone. A large number of departments responded 100%.

The large number of suggestions made so much extra work that additional representatives were appointed from each plant to re-inforce the committee.

Every suggestion was given careful consideration and one hundred and twenty-nine were accepted at eight separate meetings. The following table gives the results by plants:

	Considered	Accepted	% Accepted
FF.....	242	16	7
DM & DF.....	187	28	15
FB.....	150	20	13
DP.....	150	14	9
EM & ER.....	99	29	29
FX2.....	78	11	14
FX1.....	41	4	10
General.....	109	7	6
	1056	129	12

Owing to the large number of winners, it is not possible to publish the subject of each suggestion in this small issue of the *Review*. We are glad, however, to list the names of prize winners.

At the first meeting held on September 24, FX2 suggestions were considered. Laurence C. Hubbard was present to represent the factory. The following awards were given: L. C. Hubbard, \$10, two \$5.00 awards to Harry Clark, FXR, and a \$5.00 award to Bartley Curran, FXR, William Duquette, FXP; Frank Eisenhaur, FXP; Ernest Field, FXR; Thomas Finn, FXR; L. C. Hubbard, FXR; Arsene Marchand, FXR; and William Wall, FXV2.

At the September 29 meeting DM and DF suggestions were considered, and John J. Linnehan, DMP, represented the mill. Michael Yasonis, DFP, was given a \$10.00 award, and the following received \$5.00 awards: C. F. Bergstrom, PMJ; Patrick Coughlin, DMB; Michael Cronin, DMP; Mary Driscoll, DMK; Martin Flaherty, DMW; two awards to Charles Geigol, DMB; Konstanty Geigol, DMB; Albert Gilmore, PML; Edward Johnson, DFW; two awards to F. C. Jonah, DFF; Lewis Keddy, DMP; J. E. Maguire, DMP; two awards to Louis Maida, DFF; P. H. Mudgett, PMJ; Frank Nyborn, PML; W. J. Quinn, DMP; Vernon Rafuse, DMP; Joseph Rosevich, DMP; Peter Rucstalis, DMK; John Seastrand, DMP; W. C. Sword, DMP; John Terpstra, DMP; Felix Thompson, DMC; and Andrew Walker, DMB.

The FX1 meeting was held on October 1, with Herman Lauble, FXC, representing the factory. The following suggestors received \$5.00 awards: John Goonan, FXC; John H. Hunter, FXV1; Stanley Palleiko, FXC; and Kenneth Towle, FXV1.

EM and ER suggestions were considered at the October 1 meeting also, with M. A. Boragine, ERB, the factory representative. \$10.00 awards were given to M. A. Boragine, ERB;

(Continued on Page 2)

BOWLING

THE Bird & Son, inc. Bowling League of 1931-1932 got under way on Monday evening, October 19, with two Roofing Plant teams lined up against two Flooring Plant teams.

Mr. Ralph M. Wight, Superintendent of the Flooring Plant and Mr. Eli L. Chamberlain, Superintendent of the Roofing Plant, rolled the first balls for their respective teams.

The teams from the Roofing Plant were victorious, Roofing Machines taking four points from Flooring Finishing, and Roofing Maintenance three points from Flooring Machines.

The highest single string for the week was won by Edward Knaus of the Paper Machines with a total pinfall of 131. The high three string total was won by James E. Dine of the No. 2 Box Shop with 338 pins.

There are twelve teams in the League this year, each team bowling one night each week from October 19 through March 16.

All matches are being bowled at the East Walpole Alleys, which have been thoroughly renovated since the fire and are without a doubt the fastest alleys in this section. Several of the boys have already turned in averages of well over 100.

EIGHTEENTH ANNUAL MEETING OF THE NEPONSET CREDIT UNION

To Shareholders:

THE Eighteenth Annual Meeting of the Neponset Credit Union will be held in the Main Mill Lunch Room on Thursday, November 12, 1931 at 4:45 p. m. for the purpose of electing officers, voting on the share dividend rate for 1931 and any other business which should properly come before the meeting.

November 3, 1931

B. R. Taylor, Clerk.

AMERICAN RED CROSS

JOIN

50th Annual Roll Call

Nov. 11 — 29

50 YEARS OF SERVICE TO HUMANITY
1881 — — — 1931

(Continued from Page 1)

John Countway, ERH; and Thomas Foley, EMM. The following were awarded \$5.00 each: S. R. Anderson, EMM; J. J. Collins, ERB; James Connors, EMP; Martin Costello, EMP; Michael Curran, ERB; W. E. Harper, ERE; Robert Hood, EMM; John E. Johnson, EMW; Walter Kozloski, ERB; Michael Kelly, ERB; A. J. MacDonald, EMM; Patrick McNulty, ERB; Henry Olsen, EMM; Patrick O'Malley, ERB; Karl K. Osterlund, EMW; Raffael Patinski, ERB; E. C. Rafuse, EMS; John Rasch, EMM; William Reardon, EMW; Timothy Riordan, EMM; Hugh Rooney, ERB; Sulo Salomaa, ERB; Oscar Saterdal, ERB; E. A. Trefatter, ERE; J. S. Walker, EMT; and Martin Wallace, ERB.

The DP meeting was held on October 6, with Charles E. Anthony, DPP, as the mill representative. The following received \$5.00 awards: Adam Adamonis, DPB; Antone Andrede, DPC; P. W. Clarkin, DPB; Antone Dias, DPV; Peter Geretz, DPC; Hjalmar Hyrski, DPM; Lewis Jennings, DPV; E. E. Macomber, DPE; J. R. Medeiros, DPP; Serefin Moreira, DPJ; Carmine Priete, DPB; Edward Swetlowich, DPC; and Thomas V. Wynne, DPM, two prizes.

The FF suggestions were considered on October 8, with Carl L. Johnson representing the plant. \$5.00 each was awarded to the following: Carl Brennan, FFN; Gordon Clarke, FFM; James Connolly, FFV; Lester Evans, FFSM; G. C. Fillmore, FFM; John Fucci, FFN; Martin Green, FFR; J. F. Hennessy, FFP; Howard Hewins, FFB; George Johnson, FFP; Howard Johnson, FFR; Frank Kissell, FFF; Evan Ostrom, FFN; Joseph Stepanowich, FFP; Herman Waukonen, FFR; and William Wosner, FFP.

At the October 14 meeting FB suggestions were considered, with John H. White representing the plant. \$10.00 awards were given to Axel H. Ostrom, FBP and John H. White, FBM. \$5.00 awards were made to the following: Joseph Akunevich, FBP; Domenic Angelo, FBP, two awards; Walter Bragg, FBF; Charles Domat, FBF; Eugene Donicelli, FBF; Hilmer Ek-lund, FBP; John Eppich, FBP; Joseph McGregor, FBP; George Polumbo, FBP; Ralph Simmons, FBP; John Stupek, FBF, two awards; Newell Tibbetts, FBP; two awards, Stanley Wasill, FBP; A. W. Whitmore, FBV; and Stephen Zindowsky, FBF.

At a meeting held on October 15 suggestions which were on general subjects and involved no particular plant were considered; also suggestions which were held over for further investigation. The following were awarded \$5.00 prizes: H. R. Black, DPJ; Peter Folan, DMT; L. C. Hubbard, FXR; Serafin Moreira, DPJ; Anisim Nikituk, DMK; Henry Smith, FBM; E. W. Stather, FXB.

The following men were awarded an additional \$10.00 for having had five suggestions accepted: L. C. Hubbard, FXR; Lester G. Evans, FFSM; E. C. Rafuse, EMS; and Thomas V. Wynne, DPM.

200,000 MAN HOURS WITHOUT AN ACCIDENT

AFTER having gone 1500 working days, or practically five years, the workers on No. 5 machine at the Norwood Roofing Plant now go back to zero.

On October 7 Domenic Angelo received a strain which necessitated his losing a few days time. No. 5 is one of our largest roofing machines and the fifteen men on this machine have set up a very enviable record.

We are sorry that their fine record is broken, but we are glad that it was broken by such a minor accident rather than a more serious one.

All of the men on this machine have taken a great deal of pride in their wonderful no-accident record, and this comes as a hard blow to them. As one of the men says, "The higher they go, the harder they fall."

VETERANS' SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during the month, and of those who complete twenty or more years' service during November:

			Years
Marshall Grant	11-10-1894	Power and Steam	37
A. E. Souther	11- 8-1900	Box Shop	31
Ernest Stather	11- 8-1901	Box Shop	30
Eric Johnson	11-20-1903	Finishing Mill	28
P. H. Bailey	11- 1-1904	Roofing Sales Mgr.	27
Timothy Reardon	11-12-1907	Maintenance	24
Lewis Walter	11- 5-1908	Box Shop	23
Michael McDonagh	11- 6-1911	Paper Mill	20
John Moylan	11- 6-1916	Paper Mill	15
Anton Blazir	11- 7-1916	Paper Mill	15
Katherine Golden	11-17-1921	Main Office	10
Florence Nichols	11-29-1921	Main Office	10
Patrick Greaney	11- 2-1926	Box Shop	5
Roland Forbes	11- 5-1926	Flooring Plant	5
Evan Ostrom	11- 8-1926	Flooring Plant	5
Otto Leonhardt	11- 8-1926	Roofing Plant	5
Amos C. Davidson	11-11-1926	Flooring Plant	5
Albert Whitmore	11-15-1926	Roofing Plant	5

Phillipsdale

John B. Rogers	11- 1-1926		5
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Chicago

Fred W. Jakel	11- 5-1926	Flooring Sales	5
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SOCCER

Sunday, October 25, Bird & Son, inc. defeated the two year undefeated champion, Clan MacGregor, by 3 goals to 2, at East Walpole. The game was the most important this year, and put Bird & Son one point from Beacon, A. C. and one point ahead of Clan MacGregor. We continued to sweep ahead to leadership in the League by easily defeating the strong Norwegian A. A. team 5-1 at North Brighton, on Sunday, November 1, before a crowd of 2,000. This victory brings Bird & Son up to a tie with Beacon A. C. for first place in the Boston and District League.

Players to date: Benson, Craig, Farquhar, Smith (Capt.) Wilson, Russell, Brown, McKenna, Stevenson, Gardiner, McAllister, Schuller, Sid. Sanson, Harry Sanson, Joe Marsh.

Stevenson leads the goal scorers with 10 in four games.

The standing of the league as of November 2 is as follows:

	Games	Won	Drawn	Lost	Points
Bird & Son	7	6	1	0	13
Beacon A. C.	7	6	1	0	13
Clan MacGregor	7	5	1	1	11
Norwegian A. A.	7	4	1	2	9

These four teams are fighting for the league championship, and the remaining four are now out distanced.

BENEFIT GAME

In a game for the benefit of the unemployed, the League leaders, Bird & Son and the Beacon A. C. will fight it out at East Walpole on Sunday, November 8. At the request of the Boston and District league the Bird & Son team management will work with the Walpole Welfare Board, who will take 75 per cent of the proceeds. This will be used to provide extra work through Engineer F. F. Libby, for our unemployed during Thanksgiving week.

The game promises to be a soccer classic, and the admission is only twenty-five cents. This means that everyone can spend an enjoyable afternoon, at the same time helping our local unemployment situation and getting behind President Hoover's plan.

Notes From Plants and Offices

MAIN OFFICE AND SALES

Agnes Hefferan enjoyed her two weeks' vacation at Jefferson, Mass.

Wedding bells rang merrily for Clarence Morse, Roofing Sales correspondent, and Jeanette Scott of North Attleboro, on October 3. The honeymoon was spent in the wilds of Maine.

We welcome Jerry Sheehan as a Roofing salesman. It seems good to have him back with us again.

The horseback riding enthusiasts; namely, Catherine Dowdie and Margaret Sheehan, have once more started their weekly "workouts."

We understand Martha Clem and Anne Mahoney, who attended the Harvard-Texas game, were strong rooters for the Texans. We can't help but wonder what brought about the sudden change of heart.

Gertrude Meyer of Dept. VN recently made another trip to Canada. These trips are rather frequent we notice.

Alice Conley attended the Harvard-Texas game and did her share in rooting for Harvard.

For information regarding the "joys" of mountain climbing, refer to Betty Lamore, Dagmar Peterson, Flo MacDonald, Willie Reardon, Helen Walsh, and Dot Hartig, who spent the week-end of October 24 in East Jaffrey, New Hampshire, and Mount Monadnock.

Margaret Downing, with friends, toured Nova Scotia. She reports wonderful scenery and a grand time.

Mr. Merrill is back with us again after a two weeks' business trip in the Southern states.

Vivian Parsons was married the tenth of October to Eldon C. Lucas of Foxboro. A very pretty home wedding took place and a honeymoon trip to Maine, New Hampshire and the mountains. Best wishes, Vivian.

Cerise Alm, who substituted in the File and Credit Department, has resumed her studies at Bridgewater Normal.

H. E. Davenport and brother toured Maine, New Hampshire and Vermont during their vacation.

Hazel Crandall, of the Cost Department, was married to Russell Fowler Friday, October 9. They started for a honeymoon trip to the mountains, but couldn't find a suitable place to spend the night and drove back to their new home in Mansfield, arriving there about three o'clock in the morning.

Miss Crandall's friends in the Cost Department presented her with a beautiful fire-place set as a wedding present.

Sophie Eppich spent a week of her vacation in Canada.

Eddie Tarr is receiving congratulations on his engagement to Miss Myrtle Rideout of Norwood.

Ray White attended the Dartmouth-Holy Cross game at Hanover. He and four friends expected to continue on to Canada but the plans were changed the last minute and they returned home that night.

PAPER MILLS

East Walpole, Mass., Mill

Norman Brookes of the Research Department thought he could experiment with a head of lettuce and convert it into a good lunch, but the conclusion drawn from this experiment is that he will always be sure he takes the right bag.

Frank Dockray is the proud owner of a new Ford Sedan. Joe Thomas is also sporting a new car.

The new addition at the Finishing Mill is now beginning to look more like a building.

Irish Oakes says he doesn't like these dark nights. He made a visit to East Walpole one evening last week, and on leaving for home he found, to his great surprise, that the street lights were all out. So Irish had to run all the way to the Norwood line, and he said he never again would go to East Walpole after dark.

Joe Thomas shot a nice six pound pheasant on his first morning hunting this season.

They tell us that Jack Muse has given up golf and gone in for ping pong.

Tony Feeney says "it won't be long now."

Phillipsdale, R. I., Mill

Patrick Broderick has an up-to-date model T-Ford which he would like to sell. Any price up to ten dollars will be considered.

Charlie Riley starts on his vacation November 1. He expects to spend most of the time "huntin' big game in Seekonk."

Peter Teresska and Charlie Cyranock expect to keep the wolf away from the door this winter. Peter raised 60 bushels of potatoes and Charlie harvested 35 bushels from their respective farms.

Adolph Adamonis and Ed Swetlowich were noticed making hay on some nearby land.

Nathan Olch has a daughter teaching in Seekonk.

Antone Nunes was knocked off his bicycle while on the way to work but we are glad to say that he was not seriously hurt. He expects to buy a light for his bicycle.

What will Ted Maddern sell next? Some of the things he has had for sale so far are hens, broilers, cider, eggs (three sizes), turkeys, pups, vegetables, wood, chances on an automobile robe, apples, and pears. He recently won two prizes with his hens at the county fair. We don't know how many other hens were in the show.

Clarence Pierson wore a heavy sweat shirt and long khaki trousers during the recent hot spell. This looks unusual after wearing shorts all summer.

BOX FACTORIES

No. 1 Box Shop

East Walpole, Mass.

Among the spectators at the Boston College-Fordham Game was John Cook. John looked very collegiate in his Bowler hat and new fur coat.

Henry Dowdie spends his week-ends fishing in the wilds of Foxboro.

Patrick Sylvester took a trip to Vermont over Columbus Day, but it is rumored that he parked his faithful "Chevie" in Boston and travelled by train for the rest of the trip.

Ed Ross attended the Fire Chiefs' Convention on the North Shore.

Believe it or not, but Arthur Connelly has used the same lunch box for twenty-two years.

James Ellis enjoyed an auto trip to Vermont over Columbus Day.

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

We regret to report the death of Eugene Donicelli, our fellow worker, whose death resulted from a fall.

Dominic Treventi is reported as coming along fine after a recent operation for appendicitis at Norwood Hospital. We hope to see you back soon, Dominick.

Ed. Lincoln has been transferred from the Inspection Department to the new Emulsified Asphalt Department.

John Conroy has been transferred from FBM to Inspection Department.

Billy Sebel is spending his vacation as usual tramping the woods with his trusty dog and gun.

Mike Mohan has returned after a long absence due to sickness.

We are sorry to report the leaving of Charles O'Connor, PBL, on November 1st. All the good wishes of the FB workers go with you Charles.

Warren Kumblad is returning to PBL from FBP.

Louis Currier made his customary Providence trip over the holiday. The girls all welcome Louis, believe it or not.

Congratulations to Nelson Bartlett upon the arrival of a daughter born October 20th.

Chicago Mill and Office

Elmer Jansen has taken over the Chicago territory formerly covered by Jesse Tuscher.

"Howie" Hanna spent a few days at East Walpole recently.

We are glad to hear that Joe Miller has shown a steady improvement.

Our bowling team is a member of the Industrial League, and bowl every Monday evening at 9 o'clock at Marzano's, 63rd & Kedzie. How about giving them a little moral support?

Gordon Wikeland, who pilots our Expando Truck around the country was in the office last week. While the truck was in Chicago the Ford chassis was replaced with a Reo Speed Wagon chassis.

"Duke" Perrizo reports a net gain of four ounces in weight since June 1st. Well, at least he does not have to work as hard to get it as we pleasingly plump ones must to lose a few excess ounces.

If the Laboratory is in need of new ideas on color combinations they might look over the selection of rag rugs being woven out of old shirts and what-have-you by the office girls during the noon hour. Marshall Meyer came nobly to the rescue with a green shirt.

Everyone at the plant had a chance to see the Akron when it passed over here Saturday morning, the 17th, about 9 o'clock, on its 48 hour endurance flight test.

Mrs. Kennedy and Mrs. Lampton are certainly to be congratulated on the excellent lunches they provide for us hungry mortals. Some of us who think we know how to cook wonder how they do it in their limited space and time.

Talk about your football enthusiasts! "Bill" Wailson, "Duke" Perrizo, Glenn Young, and Herman Pollock, after sitting all afternoon in the rain at the Northwestern-Notre Dame game, were seen displaying tickets, a few days later, for the Chicago-Yale game.

Have you noticed how popular John Matcha is with the girls on Saturday mornings—there's a reason—he kindly transports those loop bound to the Elevated Station. Here's hoping others may be inspired to offer lifts.

Ann Kelly and Florence Hawes are now considerably worried about the proper etiquette for Godmothers. Ann became Godmother for her sister Marie's baby (Kenneth Edward) and Florence for Harold Altman's daughter (Joan Louise) on Sunday, October 18th.

FLOORING NOTES

Norwood, Mass., Plant

Ray Boyden, of Undercoating, is very busy these days building a garage for the old Fliver.

John Aviznis has been transferred from Undercoating to Paint Mixing Dept.

The boys welcome back Antonio Cregnalo to the Undercoat Dept. Tony has been working at No. 1 Box Shop for the past few weeks.

Arthur Bent, Willie Wosner, Milford Ward, and Clarence Phillips of No. 3 machine spent a quiet week end in the White Mountains. "Wardie" served as cook with no ill effects shown as yet.

Ralph Nutter spent his vacation touring New Hampshire, Maine and Vermont. The trusty Studebaker stood the trip without any trouble.

Chicago Office

We were very sorry to learn that ill health has forced Mr. Hagenbuckle to resign from the Bird organization. It is the sincere wish of all that he will soon recover, and we look forward to his return to the fold. You are fortunate to have such a charming wife to take care of you, Hank.

And speaking of returning to the fold, J. H. Campbell is again with us, working the territory formerly covered by H. Hagenbuckle, and R. I. Holcomb is covering the Oklahoma City territory.

J. W. Kendall has taken over the Houston section. Mr. Kendall said James Rex, Jr., was going to relieve him in driving on the trip down to Houston. How about it, Jim—did he, or did he fall asleep on the job?

We take pleasure in welcoming C. E. Kilburn into the Bird family. Mr. Kilburn is working in the capacity of inside salesman.

How would you like to live on "Westcott Drive"? Mr. Jakel claims that is to be the name of the street on which he resides starting January 1, 1932. We'd feel it was quite an honor. The Westcotts rate even in Wauwatosa.

A short time ago Mr. Tyson handed us the closing phrase of Mr. Bagley's memorandum to Mr. Jakel regarding the Legion Convention. It read: "THAT'S THE STORY. There is a phrase for you, eh?" We are sure you will all agree that somehow or other this sounds strangely familiar. Both this and another similar phrase could come under the heading "Famous Last Words."

Have you heard how Gene Moore's trip to Chicago nearly proved to be disastrous? We almost had to bail him out of jail but he finally convinced the "cop" not to present him with a ticket for parking in front of our building. He almost convinced a customer, too, that we don't sell rug cushions but, of course, since then he received the bulletin announcing our new product, which had been lost in the mail.

Is it possible that Mary Curran found the Pot of Gold at the end of the rainbow? At any rate, she celebrated something with a box of candy for the office.

Gene Moore! We followed your advice that "A peek in the hand is worth two finesses!"

SOME OF OUR VISITORS IN OCTOBER

East Walpole and Norwood Plants

Mr. and Mrs. Savage and children of S. Hollands Sons, Hornell, N. Y.

Mr. Charles E. Wilson of John S. Wilson Co., Catonsville, Md.

Mr. L. C. Rugen, General Manager Manufacture, Ruberoid Company, Bound Brook, N. J.

Mr. H. N. Golinvaux, Thomas Moulding Floor Co., Chicago.

Mr. W. A. Chilson of the Forest Products Laboratory, Madison, Wis.

Messrs. Joseph Obigiski, Fred Hewitt, James Catalano, and John Guerin, Remington Arms Company, Inc., Bridgeport, Conn.

Professor R. S. Wells and eighteen students from Boston University.

Mr. Harry Larison, Supt., Johns-Manville Co., Manville, N. J., visited at Phillipsdale.

Chicago Plant

Mr. Harry Frey and Mr. Dignan, of Michigan City, Indiana.

Messrs. Carter and Olsen of Purdue University Research Department, Lafayette, Indiana.

E. A. Tuscher, editor of ROOFING.

A. M. Dobbins, salesman.

J. W. Kendall, of the floor covering office.

Captain "Ed" Bartlett, brother of "Jim" Bartlett of Traffic Dept.

Harold and Robert Seybold of The Seybold Paper Company, Cincinnati, Ohio.

Chicago Flooring Office

Mr. Norman Pinsky, Buyer for the Chas. Pinsky Carpet Co.

Mr. Fink of Goldblatts, Chicago.

Mr. C. A. Boiteaw.

DEATH OF EUGENE DONICELLI

Eugene Donicelli, who worked at our Roofing Plant since 1917, died Saturday morning, October 17, as the result of falling down a flight of stairs at his home on Tuesday, October 13.

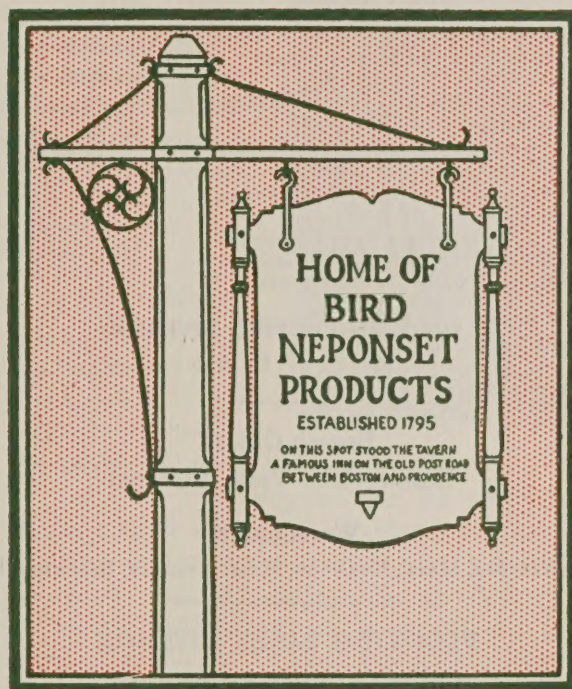
Funeral services were held at St. Catherine's Church, Norwood on October 19.

There was a profusion of flowers from his many friends, and the funeral cortege, the longest seen here for many months, showed the esteem with which Mr. Donicelli was held. Interment was in Highland Cemetery.

We extend our sincere sympathy to the members of his family: his wife, Enricetta; his daughters, Lena, and Mrs. Savina Palazzi; and Son, Brune.

BIRD'S *Neponset* REVIEW

Planned and Edited by Employees of
BIRD & SON
INCORPORATED
East Walpole, Mass.



HOLIDAY NUMBER

VOL. XIX NO. 12

DECEMBER 1931



Established 1795

BIRD & SON

(incorporated)



East Walpole, Massachusetts, U. S. A.

Paper Mills

East Walpole, Mass.
Phillipsdale, R. I.

Box Factories

East Walpole, Mass.

Flooring Plant

Norwood, Mass.

Roofing Plant

Norwood, Mass.
Chicago, Ill.

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Vice-President, GEORGE R. WYMAN

Vice-President, ELMER H. BARTLETT
Sec. and Treas., AXEL H. ANDERSON

Directors

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AXEL H. ANDERSON
ELMER H. BARTLETT

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Roofing Sales Division

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Eastern Mgr., W. E. HALE
Southern Mgr., A. D. KILHAM

Box Sales Division

Manager, C. H. ANDREWS

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Supt. Felt Div., T. G. HENDERSON
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WESTERN ROOFING DIVISION

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Sales Manager, W. W. WILSON

Superintendent, J. G. YOUNG

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Boston, New York, Chicago

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EAST WALPOLE, MASS., NORWOOD, MASS., CHICAGO, BROCKTON, MASS.

FLOORING SALES DIVISION

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DAVENPORT, DENVER, DETROIT, EAST WALPOLE, HOUSTON, INDIANAPOLIS, KANSAS CITY,
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SAN FRANCISCO, ST. LOUIS, ST. PAUL, SEATTLE

BIRD'S NEPONSET REVIEW

Vol. XIX

December 1931

No. 12

OUR PRESIDENT'S MESSAGE

THIS brief message for the Neponset Review is written the day before Thanksgiving. We have many things for which to be thankful during this season. Every one can take a little satisfaction in the knowledge that our own business has come through the stress and strain of this year's problems and adjustments as well as it has. Comparatively speaking, it is a grand record and the credit goes to the whole organization.

One reason why we have come through so well is because we tried to keep sane during that insane rainbow period of "boom" days. We had already begun to increase our research and development work, bringing in new products and improved methods which have materially helped our running conditions. Another thing that has helped our mental attitude and consequently our plans and decisions, is this: we have invariably taken the stand that business is not "rotten"; that business is better than we have any right to expect. Why? Because this is a logical, natural period of adjustment after one of the most illogical, unnatural periods of over-production of every necessity and every luxury the world has ever seen.

How can anyone think that the present business situation is anything more than an inevitable reaction? Would we not have more to worry about if things had gone on still further?

Is there not much to be thankful for in the whole situation if we can only learn from our mistakes to get back to straight thinking and to face the real facts?

There is one great sign of Hopefulness today. Government leaders of every country are meeting together to study and discuss common problems. Thinking people everywhere are sincere-



ly working for unselfish solutions of our many and complex problems. We can certainly have a great hope that, out of it all, will come fairer and happier living and working conditions—more Peace on Earth and better understanding and Good Will among Men.

Christmas Greetings and Best Wishes for the New Year, to all.

Philip R. Allen

1931—A YEAR OF RESEARCH AND DEVELOPMENT

New Products and Improvements In Every Line Stimulate Business

OUR POINT OF VIEW

ECONOMISTS have been busy during the past two years offering suggestions about how to maintain a fairly constant level of business activity at all times. Their advice has been something as follows: Don't curtail on expenses necessary for increasing the efficiency of plant operations; reduce waste; keep the quality of your products up; and introduce new products. Following such advice, a company should retain a good share of business, even in the dullest of times.

ROOFING ACCOMPLISHMENTS

THE note of optimism is nowhere any stronger than in our Roofing Department. Sales of roofings, sidings, and new building products have kept our mills running at full time almost constantly during the last nine months. We have every reason to feel both proud and well-satisfied with the results of the past year. We have continued to improve the quality of our established products and to introduce new products. A gratifying volume of business has proven that our



Bird Custom Built Shingles on a new home on Bellingham Road, Brookline, Mass. The house was built by William Fernandez

Last year in our *Holiday Number* we said, "To a company with a vision of the future, a depression is not a calamity. It is rather an opportunity for a business to advance and strengthen itself in every way possible. This has been Bird & Son's attitude throughout 1930. . . . We look forward with courage and optimism into the year 1931."

With the approach of 1932 our attitude has not changed. We invite you to a careful reading of the pages that follow. In them you will find the story of our accomplishments during 1931. They have brought us a very satisfactory volume of business. Wise, well-planned manufacturing and distribution have earned their own rewards.

The progressive and cheerful attitude of our dealers and customers and of those in our own organization has been a source of encouragement throughout the year. Like ourselves, those with whom we do business have seen the rewards of pushing quality products and introducing new products.

With the experience of the past two years to guide us, we look forward with confidence into the New Year.

policy has been a wise one.

Just what have we accomplished in Roofing this year?

Art-Bric Siding, first introduced two years ago, has been followed this year by a new siding product called Multi-Bric Siding. It carries the Art-Bric Siding idea one step further, offering by its special construction, greatly increased speed and economy in application, and excellent appearance as well. It is made in strips 16" by 36"; the upper half of each strip is left with a plain mortar effect, and the lower half is divided into three rows of four bricks each, with vertical cut-outs between each of the bricks. Thus, when one strip is laid over the other, the mortar half shows through the vertical cut-outs, making a finished job which looks like real face brick. The speed and low cost with which it may be applied make it a best-seller among sidings.

Art-Bric still retains its well-deserved popularity. The colors have been brightened up in both the buff and the red shades, so that the brick-like effect is heightened, and the possibilities of contrast are greater. Art-Bric and Multi-Bric

The Better Business Bureau Investigator

VOLUME II

DECEMBER, 1931

NUMBER 11

HIGH-POWERED STOCK-SELLING LITERATURE USED IN OIL-STOCK PROMOTIONS

Fraud Order Issued Against Texas Oil Promoters

Among the recent fraud orders issued by the Post Office Department were two against Carl N. Wells and C. B. Mitchell.

In his literature Wells claimed to own various leases, guaranteed his investors against the loss of a single dollar, and promised to pay them \$2,400 "in clean cash profits, in return for every \$10 bill you place with me!"

C. B. Mitchell, who had given himself the title of "Up and coming little giant of the independent oil men in East Texas," also claimed to own certain oil and gas leases in which he endeavored to sell interests.

The records of Mitchell and Wells are indicative of the types of promoters to whom unwary "investors" send their savings without the slightest investigation.

Wells moved to San Antonio from Fort Worth, Texas, where he had operated with an associate, W. L. Grubb. They rented a room in San Antonio which they paid for with three checks obtained from "investors" located in different parts of the country. After his arrest on a charge of using the mails to defraud in this scheme, Wells was released on bail. He proceeded to a hotel in Houston, Texas, from which he called his "investors" over long-distance telephone in an attempt to quickly obtain additional remittances. During two hours he received \$840 by wire from various "investors." Following these activities, he was arrested on a State charge of swindling.

Mitchell was one of the promoters of the Giant Oil Company in 1924. He was charged with fraudulent use of the mails in that operation, and upon conviction was fined \$1,000. In connection with his operation under the name Texas Crude Oil Company, Mitchell also entered a plea of guilty to a charge of fraudulent use of the mails and was fined \$1,000. On June 8, 1931, he was arrested for his activities in the alleged fraud just described.

A. Porter Oakes was associated with Mitchell in the latest scheme. Oakes was indicted in 1921 in connection with his activities in the sale of the stock of the Postmasters' Oil Company. The case was dismissed in 1923. Oakes was next indicted for fraudulent use of the mails in connection with the operations of the Revere Oil Company at Fort Worth, Texas. Here he was associated with Frederick A. Cook and others. For his activities in that case, Oakes was convicted and fined \$1,000 in 1923. In the same year he was indicted in connection with his operations under the name Dixie Royalty Company. This indictment was dismissed. Also in the same year he was indicted in connection with the Revere Oil Company and Dispatch Petroleum Company. This indictment was dismissed in 1925. Another indictment was returned against Oakes in 1923 in connection with the operations of the Union Crude Oil Company. This indictment was found to be defective. On June 8, 1931, Oakes was arrested with Mitchell in connection with the recent case.

The Better Business Bureau Investigator

DISTRIBUTED MONTHLY BY THE

**Boston Better Business Bureau,
80 Summer St., Boston, Mass.**

Each issue describes typical fraud schemes, gives educational information, timely warnings against new frauds, and brief outlines of "get-rich-quick" schemes.

EDITORIAL

KNOW YOUR BROKER

The stock-promoting records of Mitchell and Wells illustrate the ease with which well-known stock promoters of doubtful reputation are able to lure money from the public with lurid and false literature.

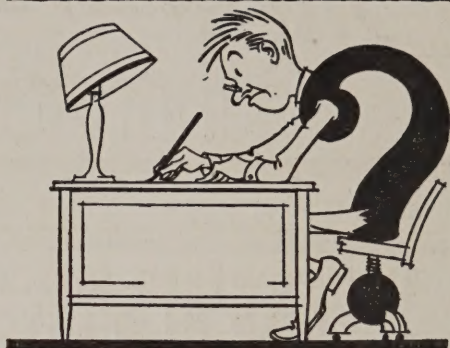
It is highly probable if any of the "investors" who put their money into the Mitchell or Wells schemes would have done so had they been familiar with the character and reputation of the individual whom they trusted with their savings.

The Federal Government has been vigilant in this case, but it should be quite obvious that, because of the laxity of court sentences or other reasons, the government is unable to permanently check the careers of swindlers determined to separate the public from its money.

The Federal Government has not been able to assure its citizens that they can safely do business with concerns or individuals that are permitted to use the United States mails.

The public will continue to be easy prey for professional swindlers until it decides to protect itself. This is by no means an impossible task, if a few sound rules are generally followed. For example, if "investors" in these schemes had followed the rules "Don't buy strange stocks from strangers," or "Know the reputation of your broker," neither Mitchell or Wells could have secured many victims. The best rule that an inexperienced investor can follow is contained in just twelve words. It is, "Buy investment securities only of security dealers of proved integrity and capability."

I WANT TO KNOW—



What is the fundamental difference between stocks and bonds?—A. A. M.

When you buy stock in a company, you in effect become a partner in it. When you buy a bond, you are in effect loaning a company money for which you receive a certain interest return, and the return of the principal on a specified date.

What is "eiderdown"?—K. L. M.

Strictly speaking, it is the under feathers from the eider duck. However, eiderdown fabrics today are generally made with a wool or part-wool face and cotton back, with the softness of eiderdown.

The salesman urges me to change my plans and buy some of his issue.—C. O. L.

Don't be influenced by high-pressure talk and alluring circulars. Investigate carefully any proposition which would change the plan of investment which you have adopted. It is usually wise to handle your money in accordance with *your own plan*.

Do furs shed?—H. A. P.

Most all furs will shed, some more than others, and it may not be due to any defect. Excessive shedding might be due to inferior or deteriorated pelts.

Does the fact that a stock has passed the "Blue Sky" requirements make it a safe investment?

The Blue Sky Laws generally provide requirements which must be met before the stock can be sold in a State. None of these laws are intended as an absolute guarantee of safety. When properly administered, they offer a valuable resistance to more flagrant schemes and provide means for taking legal action against offenders.

IT'S NOT A SONG UNTIL IT'S SUNG —

Beware of quacks and tricksters who promise fame and fortune by song-writing. Publishing a song will not make you rich. The public must buy it, sing it, and play it. It's not a song until it's sung—and remember, you might lead the public to a song but you can't make it sing. The song which "takes" spreads like wildfire and needs no song tricksters who collect fees for writing songs or putting them to music.

Various advertisements offer fame and fortune to song writers—to prepare, arrange, and publish—for a fee. "Read Before You Sign" the contract—either it does or it doesn't guarantee to sell the song. If it does, *beware*. It is as impracticable to guarantee the sale of a song as it is the sale of a book. It can't be sold unless the public will buy it.

If there is no promise to sell it you are paying merely for copyrighting, arranging, and publishing—and then it's your gamble—but be sure you know you're gambling. If the public likes your song it will sell, but be sure that the concern with whom you do business has adequate facilities for public distribution and promotion. Winning fame and fortune by popular-song writing is like winning fame and fortune in the movies—it is possible, but the chances are slight.

"DEAR SON"

Advises Investigating before
Investing with Strangers

Dear Son: Dec. 1, 1931

I am writing this while waiting for Mother to get dressed. We are going out to an entertainment the purpose of which is to raise some money for a widow.

It seems this woman's husband left her enough good stocks and bonds to keep her reasonably comfortable the rest of her life, if she had taken care of them. He had advised her in case of his death always to consult with the cashier at the bank before selling these securities. But she didn't do this. Some stranger came along and convinced her she could get lots more interest. He told her not to tell the bank or they would buy up the new stocks themselves and keep her from getting the extra money. Well, after she traded with him she didn't get any more interest, so she went to the cashier to see what was wrong. Of course, he had to tell her she had given up her good stock for worthless paper. Now she hasn't a cent. Will people never learn not to trade with strangers unless they first investigate them?

It's like Mother says—live and learn. Love to Mary and the kids.

Best wishes, DAD.

CIVIL SERVICE POSITIONS

Various cases have come to the attention of Better Business Bureaus from time to time concerning unfair methods and practices by schools engaged in giving instruction for civil service examinations. Misrepresentations have been made about the salaries, the positions open, the time and place for examinations, experience necessary, etc.

The Federal Trade Commission has just ordered C. J. Ozment, St. Louis, proprietor of a correspondence school, to stop misrepresentations as to civil service salaries; that civil service examinations for which he gives courses are to be held shortly; that examinations are held in cities and towns of 3,000 and up; that thousands of government positions are available in larger cities; that examinations for stenographers and typists are announced to be held about every 60 days, etc.

Anyone contemplating a civil service examination should get full and complete information from the United States Civil Service Commission, Washington. The Commission will advise of the training and experience necessary, and give all other essential information, without charge.

"OLD SAWS"

"A fool can make money in a boom, but only the wise can keep it in a slump."

"A prospectus estimate is a flight of fancy into the unknown."

WEIGHT REDUCERS

The most profitable of all medical schemes is the sale of alleged remedies for the reduction of weight. "Reduce quickly, safely, without exercise and diet," the advertisements read. The remedies offered generally consist of two types, tablets to be taken internally and various external remedies such as bath soaps, creams, etc.

Some time ago, in order to obtain reliable information on the subject of overweight, the National Better Business Bureau consulted with eminent medical authorities. These men informed the Bureau that most cases of overweight are caused by eating too much food, or not taking sufficient exercise, or both.

Approved scientific treatment for the reduction of weight, therefore, is dependent primarily upon exercise and diet. There are some persons who suffer from what is known as "glandular obesity." Physicians may administer reducing remedies to these, but only after a careful diagnosis of the individual case, and only under the personal supervision of the physician, because of the dangers involved.

Now as to the external reducing remedies, some of these consist of bath salts, foam baths, and similar nostrums. Medical experts state that these can have no possible influence in permanently reducing weight. Hot baths themselves may cause an apparent reduction of weight in that they sweat out water from the body, but this weight is quickly replaced unless the diet is reduced.

Other external remedies consist

of creams and pastes. The advertisers claim that these will reduce weight when rubbed or massaged into the parts of the body where the individual desires to reduce. Here again, however, medical authorities state that these creams and pastes possess no weight-reducing qualities in themselves, although the process of rubbing and massaging may reduce to a limited degree.

The internal remedies generally consist of laxatives, while others contain a substance known as desiccated thyroid. The use of laxatives as a treatment for weight reduction is considered unwise. The laxatives may hurry the food through the body before it can be properly digested, so that an apparent reduction of weight may accompany the use of these products, but it is obviously more sensible to eat less food and properly digest that which is eaten. Moreover, long-continued use of laxatives may lead to the formation of the "laxative habit," which means that the patient may find it impossible to get along without them.

The use of desiccated thyroid as a home treatment for reducing is fraught with danger. This is a powerful substance, and should not be used except under direction of a physician. The Pure Food and Drug Administration in Washington says that it has on record an instance where death followed an over-dose of a preparation containing thyroid.

Those who desire to reduce their weight should avoid alluring shortcuts in the form of remedies which may waste their money or impair their health.

DUTCH SILVER

In the November Question Box we stated that the terms "Dutch Silver," "Nickel Silver," etc., were trade names incorrectly used to describe a metal made of nickel, copper, and zinc, but containing no silver. We should have stated that there is

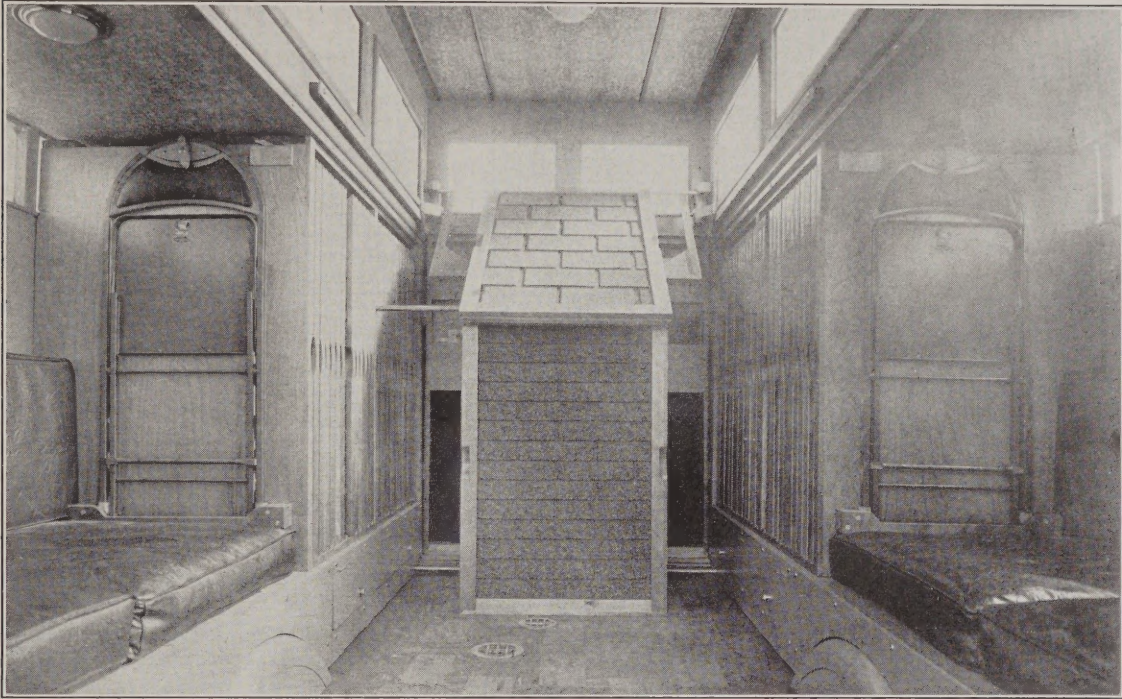
a genuine "Dutch Silver," a high-grade article which comes from Holland and contains a high percentage of silver; and that the term "Dutch Silver" should be used in that sense only.

are both furnished in the same colors—red and buff with black mortar, and bright red with either black or white mortar.

Through the Roofing Department has also been introduced this year a new solid Insulating Board and Insulating Lath. Both of these are products which have been manufactured for a number of years by our associated company, Building Products, Limited, in Canada. Numerous large installations of over 100,000 square feet each in apartment houses and office buildings had established its worth before we put it on the market

as the Insulating Board. It has a waterproof back of Saturated and Coated Paper, eliminating all danger the material's becoming wet and losing its insulating value.

Thick Butt shingles share the honors with Custom Built Shingles as the finest shingles we make. As a new development this year we have added to the Thick Butt line a 3 in 1 Strip and a Super 3 in 1 Strip in a variety of colors. These are definitely a new style shingle with three standard size shingles to the strip. In the construction all the essential Thick Butt features have been re-



The interior of a Demonstration Car or Salesmobile. Notice the upholstered seats at the sides, the display rack, the various panels stored at either side and ready for instant use, and the Bird Tile on the floor

early this fall. It was a product destined to receive immediate popularity, and the results have not been disappointing.

There are two distinct boards, Insulating Board, and Insulating Lath. They are both of laminated construction, five layers of groundwood alternating with four layers of asphalt; but the Lath is cut in special sizes and is used as a plaster base. It makes one of the finest plaster bases upon the market. Plaster must dry slowly, if satisfactory results are to be obtained, and with Bird Insulating Lath slow drying of plaster is assured. Moisture from the plaster can be absorbed into the board only to the first layer of asphalt. This forms a water-proof barrier, preventing further absorption, and the drying process continues slowly through the face of the plaster as it should.

Insulating Blanket, a flexible felt insulator, was also put on the market at about the same time

tained: extra thickness where the wear comes on the exposed surface, added life, added protection, and added weight as a result of this thickness, and a more beautiful and serviceable shingle.

Selvage Edge Roll Roofing

Just introduced late this fall is a new Roll Roofing called the Selvage Edge Slate Surfaced Roofing. Each roll has a three-inch Selvage edge through which the nailing is done. Over the nail heads is then spread a special quick-setting cement, to which the overlying strip of roofing is firmly cemented, leaving a smoothly finished job with no exposed nails.

Variegated blends of colors are now available in both the regular twin and the hexagonal shingles and by a special process the colors are variegated on each shingle.

Wall Board received a new selling boost early in the spring when two new boards were added to

the line, giving us four fine boards in all: Super Neponset, Neponset American, and Super Neponset Board Tile Design. The Tile Design especially is proving popular. All the boards are extremely easy to apply and to finish; no sizing coat is necessary. The finished job makes an attractive durable painted wall which can be washed and cleaned like painted plaster.

In introducing all the new products, we have not forgotten the need of proper advertising and

customer to see the shingles or building products he is buying. No longer does he have to rely upon color cards or individual shingle samples. He can buy with confidence, because he has seen what he is ordering.

An experimental small truck without the expanding feature, is also on the road. It contains the same panels of shingles and sidings, with a display rack at the rear door of the car.

These new salesmobiles have met with most



*One of the new Demonstration Cars
open for display*

dealer helps. Generous supplies of stuffers, letters for mailing by dealers, and attractive pamphlets have been sent out during the year, all of them with an eye to catching the reroofing or the building trade.

Demonstration Cars

As a special advertising help to our dealers we have sent out onto the road this year a number of Demonstration Cars, or Salesmobiles, which operate in the different territories under the supervision of the local dealers and Bird salesmen. These traveling showrooms are trucks, with a special expanding body which opens up into a comfortable salesroom for purposes of display. The customer enters the room from a door at the rear. On either side are comfortable cushioned seats; on the floor is an attractive Bird Tile pattern; and toward the front of the car is a set of racks on either side carrying 52 panels of Bird Shingles, Sidings, Insulating Materials, and Wall Board, set up just as they would be in actual construction. There is a special rack to display these panels to their best advantage, reproducing as closely as possible the angle at which the shingles would lie on a roof. Here for the first time is a practical demonstration car which allows the

enthusiastic response from dealers wherever they have visited, in the East, the South and the West. Equally enthusiastic response from builders and home owners in every community has meant increased sales and better business for both our dealers and ourselves.

HIGH QUALITY FLOOR COVERINGS

THERE is one product which has stood for high quality through waves of depression and prosperity during the last twenty years. That product is Neponset Floor Covering. It stands higher today than ever before, and many a dealer in these dull times has turned to it with confidence as one of the absolutely reliable products which he could guarantee to the most cautious and thrifty of his customers.

With a battery of more than twenty patterns in rugs, and more than thirty in roll goods, we have been able to offer our dealers a complete and up-to-the-minute stock to appeal to home owners the country over. This year alone eighteen new patterns of bright colors and pleasing designs have been added. There is truly a suitable Neponset Rug or Floor Covering for every room in the house.

Coupled with the new assortment of patterns has been a different merchandising program. A

clever mechanical display embodies all the selling-points we have emphasized during the past few years—a large sign in the shape of our trade-mark flashes the words "Bird Neponset Products," and in the triangle of the trade-mark is the customary Neponset Maid holding a piece of real Neponset over her head, while water pours constantly onto it. A moving mop tells the "easy to clean" story, and a mechanical rocking horse emphasizes the point that the goods are hard to wear out.

Wall charts with interchangeable patterns were used for the first time this year. The charts were



made of Bird American Wallboard with a black surface and gold lettering; the patterns were printed on separate cards, which could be inserted into the charts through special slots on the back. Each card had space for the displaying of sixteen patterns. As new patterns appeared during the year, new cards were mailed to the dealers, and thus the wall charts could be kept constantly up-to-date.

Consumer literature likewise was changed this year. Accompanying the usual letter was a set of loose-leaf color reproductions showing the most popular patterns, together with the pattern numbers. Busy customers who did not find time to visit the dealers, could choose their rugs from these colored reproductions and order the correct pattern by telephone. The reproduction in every case was very accurate, and the complete folders made very attractive mailing pieces, sure to catch the attention even of those most difficult to please.

A special service to our dealers this year is the "idea a month" broadside. It is our intention to issue these attractive bulletins once a month emphasizing some selling point on which dealers may capitalize and increase their business. Such bulletins have been issued each month since July.

Bird Rug and Carpet Cushion

After many months of experimentation a new Flooring product was put on the market this fall—Bird Rug and Carpet Cushion. It consists of two layers of specially prepared felt, combined by a special process with asphalt. In resiliency it tests along with the best of the present hair felt rug cushions—which means that it offers the most in the way of a soft, rich cushion-like effect when in use. It keeps its shape unusually well without

stretching, and in durability it upholds the high quality of all Bird products, actually testing far better than other cushions of its type.

All materials used in Bird Rug Cushion are thoroughly washed and cleaned in the process of manufacture. Its firm surfaces keep it clean, not permitting dirt to collect in it easily. By the very nature of the materials and composition, it is mothproof, and lacking in any odor to which a customer could take the least exception.

It is in every way a product worthy of the stamp of Bird quality and well worth while adding to any dealer's line.

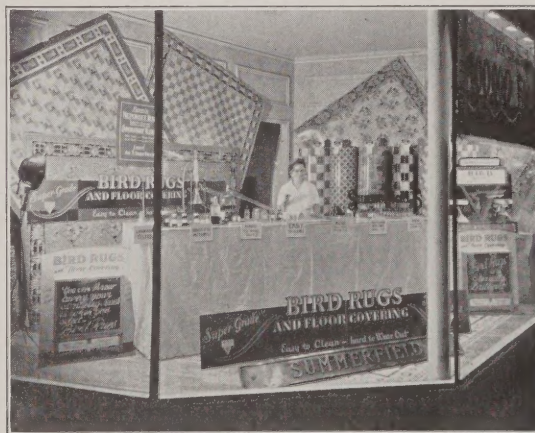
Tests on Lining Felt

Bird Lining Felt is no new product on the market. Its superior qualities have long been recognized, but our laboratory recently conducted an interesting series of tests which demonstrate again its particular fitness for the job it has to do.

Lining Felt has two essential characteristics, resiliency, which gives to the floor a soft pleasing effect, and stretch, which should be sufficient to allow it to adjust itself to the normal shrinkage or expansion of the underfloor without splitting or buckling the floor covering above.

Tests were made upon Bird Felt and four other leading competitive brands. Resiliency was tested by measuring the caliper or thickness of the material before and after applying a pressure of 350 pounds per square inch for twenty-four hours; three hours was allowed for recovery, and at the end of that time Bird Felt showed the smallest amount of permanent depression.

In order to test stretch, a piece of felt was cemented firmly between two steel plates. These plates were then pulled in opposite directions, approximating as closely as possible the conditions existing during movement of a floor to which has been cemented a layer of lining felt and a floor covering. Bird Felt allowed the two plates a movement of 14.4 mm. while the best of



An attractive window display of our floor coverings at Summerfield Company's store in Somerville, Mass.

the competitive felts allowed a movement of only 8.7 mm. before rupture of the felt.

With the results of these interesting tests before us, we can only emphasize again the statement that Bird Lining Felt is the best Lining Felt of which we know. It is another example of a Bird quality product.

CARTONS AND CONTAINERS

IN spite of extremely severe competition during 1931, we have shown an increase in total square feet of board produced and sold over the same period for 1930.



Tobacco shipped in fibre cases is something new this year. Our corrugated cases are proving very satisfactory for this purpose

The greatest increase for any product during the first nine months of the year is shown by our .160 board used in the making of wood frame cases. The volume of this business is more than double that of 1930. During the year we have introduced our super-test liners for both solid fibre and corrugated cases, and have found that this special high-test liner meets special conditions and requirements of many of our customers.

To insure greater efficiency of operation and better service to our customers, we have constantly urged them to allow us as much time as possible for shipment of orders. The very large majority of all orders for corrugated or solid fiber cases are for the customer special sizes—in other words, made to order. While we are very glad to assure our customers of any necessary special

service to meet their requirements, we know that all of them appreciate the importance of allowing as much time as possible when placing their orders.

For a long time shipments of bulk tobacco have been made in wooden cases from Connecticut Valley points. During the past year we have succeeded in getting the shippers of this tobacco to change to corrugated cases, which they are finding very satisfactory for this purpose. These are oversize cases which are finished with steel strapping, and are proving much cleaner, lighter in weight, and generally more satisfactory for this particular kind of shipment.

Set-Up Shoe Cartons

To meet the requirements of many of our customers among shoe manufacturers, we are now equipped to furnish shoe cartons set up and packed in cases. There is always an advantage to the shoe manufacturer in setting up the shoe carton blanks in his own factory, but where special conditions make such an arrangement difficult, we are able to offer our customers the extra service of cartons set up and ready for the shoes.

The volume sales of our tack boxes continue with comparatively little change from last year. We are looking forward to improvement of conditions and a better volume of business during 1932.

In the Flower Pot business, we have just completed the first year of a new product—the Neponset Black Pot for growing. This pot has been very well received by the trade and the satisfaction that it has given for the actual growing of plants indicates that it has opened a big field for expansion of this business.

SPECIAL PAPERS

1931 has been a year of research in the special paper field. Besides a large number of new products and processes which are still under investigation, we have developed one definitely new product, the High and Low Density Cable Papers. These we are now furnishing in fairly large quantities to the steel wire and electrical trade.

It is a fact that never in our history have we had so many suggestions for new products in the paper line, and we have surpassed all previous records in the sending out of samples of old as well as new products. We have produced on our regular machines trial runs of special papers and felt papers that we hardly dreamed in the past would be possible—very thin, clean, soft felt papers, thick, soft, bulked papers, and very thin lining papers.

We have developed a new Pressboard to meet the competitive field in our Gray and Green Record Board so that we are in a position to furnish a real Pressboard in a No. 2 quality as well as our No. 1 Standard Pressboard.

We are still working on our Laminated Binders' Board and from the last reports on actual tests, we feel that we can say that we now have a Board for this trade that is equal to the so-called machine board, at a great saving in cost to the binderies.

From the products investigated and considered during the year, we can pick out the following which appear to have a future with us: Felt papers in the dry and waterproof state for gaskets, Shoe Filler Stock saturated and coated as well as special saturated felts for this purpose, and (under in-

this year, but it is at least sufficient proof that in Special Papers, as in all our other lines, we are constantly on the alert for new products and for improvements in old products.

ALL DEPARTMENTS

INCREASE EFFICIENCY

EVEN to the casual observer of this long list of new products and improvements, it must be apparent that a great deal of the responsibility for their success has of necessity been placed in the hands of our manufacturing and research de-

Bird Multi-Bric Siding on the F. A. Fales & Company Warehouse on Railroad Avenue, Norwood. If you didn't know otherwise, you would think it was real brick



vestigation at the present time) a dry and saturated Toe Cap Paper for the shoe trade; Dust Guards for railroad cars, Desk Pads and Table Tops specially treated and surfaced, Mulching Discs to be used in conjunction with Mulch Paper, Recessed Thread Discs, a tough, strong, flexible board known to shoe manufacturers as Perforating Board, Cloth Boards, Tanners' Board, and a special strong Insulating Paper which is used by those manufacturers who combine Insulating Quilt Papers by sewing machine.

Even this list does not begin to enumerate all the suggestions which have received our attention

partments. Machinery has had to be added, or altered to suit the needs of a new product, and unending efforts have been made to keep up the quality of both the new and the old products. Warehouses and shipping rooms have had to be kept stocked in sufficient quantity so that prompt shipments could be made at all times.

Back of every successful Bird Product, new or old, is a long and very important story of manufacturing achievement. Whatever we have accomplished is the result of the whole-hearted co-operation of every man in the organization.

Recently a questionnaire was sent to our salesmen in one Division, asking them to tabulate the principal reasons for the placing of their largest orders since January, 1931. There was one reason upon which every man agreed—the outstanding quality of Bird Products. Quality *does* count, and we have every reason to be proud of our manufacturing divisions for maintaining during good times and bad, the high standard for which the name of Bird stands.

To our salesmen, this guarantee of quality has meant much. It has given them an unchallengeable selling point, which they have used to good advantage. They have done as fine a job in selling quality as our mills have in manufacturing it.

In our offices, work has continued with but few changes. It has been a year in which more work than ever has been required of all our departments. Extra office expense has been curtailed as



Bird Custom Built Shingles on one of the buildings at the Bob Sled run, Lake Placid, New York

far as possible, every effort being made to aid the manufacturing and sales departments in their important job of keeping our sales up.

The office employees have responded well to the extra demands put upon them; with their co-operation the organization has kept pace with the times and not failed in the task of giving our dealers and customers prompt and courteous service.

SUGGESTIONS

THE Big Suggestion Campaign of last month has evidently given a stimulus for new suggestions which still lasts. There was a long list to be

Lever on First Press, DPPM1
Use Linseed Oil on Fire Ladders
Marking Rolls of Yard Goods
Extend Live Rail over FXCM1 Conveyor
Guard Rail in Front of Sprinkler Valve
Time Cards for Salaried Workers
Guard for Tensile Tester at PML
Rubber Stamp instead of Label
Discontinue Use of Flour Paste at DPJ
Chain Falls instead of Screw Jacks
Light on Electric Trucks
Clutch on FXNM6
Eliminate Pink Sheet in Form No. 4739
Controller on Hot Water Tank
Elevator Gate at DF
Raise Floor at DF Elevator
Covers for Switch Boxes at DMPM5
Harold Hey, DPP
Thomas Horridge, DPM
J. W. Kendall, WCF
Herman W. Lauble, FXC
W. H. Manson, FBM
Basil McAusland, FFV
P. H. Mudgett, PMJ
Patrick O'Donnell, DFF
Darrell Richardson, DPJ
Winfred Schaier, HFF
Edward Sears, FBV
Claude Smith, FXF
Roy Smith, VS
Richard Sprague, FXC
Joseph Thomas, DMT
Joseph Thomas, DMT
Broke Beater
Joseph Thomas, DMT



A display exhibited at Bird & Son's booth at the Boston Furniture Mart this year. In it are all our new advertising pieces, including the mechanical display and the wall charts with interchangeable patterns.

considered this month, and a longer list of awards as a result.

At the meeting held on November 4, the following suggestion was classified as showing a saving in manufacturing costs, and given an award of \$10:

Gauge on FXFM20 Edward Heaver, FXG

The following were classified as of intangible value, and given an award of \$5 each:

Chute over Overlay Belt Elaros Balutis, FBP

Finishing Conveyor for FXGM16 John Barrett, FXG

Rack for Supplies John Barrett, FXG

Support for Safety Valves M. A. Boragine, ERB

Core for No. 12 Combiner at Saturating Building John Broadley, EMM

Additional Switch for Lights Clinton J. Cave, FBV

Omit "Use No Hooks" from Export Labels Michael Connolly, FFV

Faucet in Coating Section Paul DeLaiario, FBP

Extension Bell on FXW Telephone Francis E. Donlan, FXF

"No Parking" Signs Lester Evans, FFMS

Reinforce Glue Deflectors on FXRM13 Ernest Field, FXR

Additional Symbols for Outside Divisions E. M. Grout, GR

Guard Rail at DMPM4 Calenders Vincent Grudinsky, DMP

Steps to Crane Switch John Grusacki, FXC

Protect DMPM2 Drive William Hall, EML

Brake on New Band Saw Henry Hartig, EMW

Improved Winder Drive Harold Hey, DPP

Operation of Chain Falls when Dumping Wet Strings

Felix Thompson, DMC

Method of Saving Steam John Walsh, FBM

Extend Frame on Lift Jack Lee Ward, FXW

Bar for Stringing Cables over at FFPM3

Milford S. Ward, FFP

Move Tag Rack Howard Young, FXB

The following were awarded an additional \$10

for having had five suggestions accepted:

John Barrett, FXG; Ernest Field, FXR;

Richard Sprague, FXC; Felix Thompson, DMC;

Lee Ward, FXW.

Charles Mutch, FXC, and Edgar Ross, FXC,

each received a check for \$25 from the Samuel M.

Langston Company for suggestions which they

had put in in 1929, both of which had been in-

corporated by the Langston Co. in their machines.

These suggestions were for a Handwheel at 1st

Cut-off, and a Foot Lever at the Creasing Section,

respectively.

Angry Parent: "Why were you kissing my daughter in that dark corner last night."

Suitor: "Now that I've seen her in daylight, I sort of wonder myself."

THE TOLL OF THE ACCIDENT BELL

THAT Colonial Philosopher, Ben Franklin, once remarked that in this world nothing is sure but death and taxes. Leaving aside the matter of taxes, we mortals know that death, at least, is inevitable.

The Bible tells us that man's average span of life is three-score years and ten. It does not fall to the lot of all of us to enjoy this life-span of seventy years, however. This is due to two basic causes: Either we die what is known as a "natural" death, as a result of circumstances we generally cannot control, or we are killed *accidentally*, many times from *controllable* circumstances.

Statistics may not make particularly interesting reading for the average man or woman, but sometimes they are more effective in illustrating a vital point than any other medium can be. For example, do you know that during 1930 in the United States—

About 90,000 persons were killed by accidents—one person every five and one-third minutes—a third more than in 1921?

About 10,000,000 persons were injured by accidents—one person every three and one-sixth seconds—one person out of every twelve in the country?

About 18,000 children under 15 years of age were killed by accidents—one child every half-hour?

About \$3,000,000,000 was the cost of all accidents—\$95 every second?

Read these figures again, and then try and imagine what mathematical chance you will stand of keeping accident-free in years to come if these fatalities and injuries increase as much as they have during the last decade.

Some of these mishaps may be entirely unavoidable, but the vast majority of them may be averted through the exercise of care and thoughtfulness, and a knowledge of certain fundamental safe practices and common sense personal habits.

How Do We Stand?

In reviewing the past five years, we find that in 1927 at all our plants we had 118 lost time accidents. In 1927, there was a reduction to 96. In 1928, we more than halved that number and reduced it to 40. 1929 brought the number back to 41, but in 1930 we out-shone all previous records and reduced the number to 19.

The first eleven months of this year have brought our lost-timers up to 34. With the exception of one serious accident last February, the accidents have been of a minor nature and at this writing (December 1) not a single worker is out of work on account of injury.

The Safety Shield has covered a lot of territory

this year. On January 29 Chicago lost the trophy after a no-accident run of 506 calendar days, since September 9, 1929. The Shield went to Phillipsdale, who held it until May 1st, when they had an accident which broke their record of 511 calendar days. Next the shield went to No. 2 Box Shop, which held it scarcely a month (May 29th) when an accident there sent the trophy back to Chicago. In spite of much better intentions Chicago held the trophy only a little more than two months, losing it by a lost-time accident on August 3rd.



The new East Walpole branch of the Walpole Trust Company, rapidly nearing completion. Back of the face brick the walls have been sheathed with Neponset Black Building Paper. The interior walls are to be constructed with our new Insulating Lath, and the completed floor will be of Bird Tile

Back it came on that date to No. 2 Box Shop, where it has stayed until the present time.

We hope that after this year of over-activity on the part of the Shield it will be allowed a long period of rest in 1932. Our record of 34 lost time accidents to date is nothing to be very proud of. With a clean slate to start in 1932 and with continuous carefulness we can make another record even better than our enviable one of 19 accidents in 1930. We owe it to ourselves and to our families.

Our New Year's Resolution for 1932: Fewer accidents than ever before!



QUESTIONS AND ANSWERS

1. Does each Savings Bank that writes Life Insurance set up its own reserve for payment of death benefits?

2. How many Directors are there of the Neponset Credit Union?

3. In what widths do we sell Bird Rug Border?

4. When did we begin the manufacture of the 3 in 1 strip Thick Butt Shingle?

Answers to these questions will be found on page 11.

BIRD'S NEPONSET REVIEW

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In the Interests of the Company and Its Workers
For the Promotion of

Good Service

Good Business

Good Will

MILLS: East Walpole and Norwood, Massachusetts;
Phillipsdale, R. I.; Chicago, Ill.

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Editor, B. D. Rogers

Assistant Editor

E. M. Grout

Circulation Manager

A. S. Blaney

Printing Foreman, F. R. Meyer

CHRISTMAS NIGHT

*Seems to me the stars shine brighter
Christmas Night;
Seems to me the snow lies whiter
Christmas Night;
That the solemn trees stand straighter,
And the frosty moon sets later,
And the hush is stiller, greater;
Christmas Night.*

*Seems to me sad things are fewer
Christmas Night;
Seems to me glad things are truer
Christmas Night.
Seems to me the bells ring clearer
From their steeples, louder, nearer—
Seems to me the whole world's dearer
Christmas Night!*

THE NEW CHRISTMAS SEAL

A SPECIAL design picturing the holiday festivity of "the good old days" was selected for the Christmas seal of 1931 to commemorate the 25th anniversary of the sale of seals to fight tuberculosis. An old-time stage coach is shown drawn by four horses prancing through the snow. Aloft on the upper deck a passenger blows his horn to blazon Christmas greetings to the countryside.

Twenty-five seals, each with a different design, have been sold to the public at the holiday season since the organized tuberculosis movement got under way. From small beginnings at a time when everybody believed tuberculosis was hereditary and the equivalent of a death sentence, it has carried its message that tuberculosis is preventable and curable to every hamlet and cross-roads in the country, until today few people remain who do not know that rest, fresh air, sunshine, and nourishing food are both the preventive and the curative agents for this disease.

During the quarter-century of work which the new seal commemorates, the ravages of the disease have been cut in half; more than 500 sanatoria

have been constructed; clinics have been established for early diagnosis; the tuberculin test and X-ray have been perfected for the more certain detection of tuberculosis even before it exhibits outward symptoms; and the methods of educating the general public to protect itself against the disease through knowledge, have been raised to a high point of effectiveness.

But a great deal remains to be done. Despite the success of past efforts, tuberculosis is still a greater public enemy than most people realize. It is the leading cause of death between the ages of 15 and 45, and a serious menace to the health of young men and women entering intensive high school and college days.

NEPONSET CREDIT UNION DECLARES 7% DIVIDEND

SEVEN per cent was declared as the dividend to be paid this year on the shares of the Neponset Credit Union. This was voted by the members upon a recommendation (not unanimous) of the Board of Directors at the Eighteenth annual meeting held in the Lunch Room off the Brigade Room at East Walpole on November 12.

A. W. Smith, Treasurer, and A. C. Urquhart, President, Leo R. Bernier and John J. Burke were unanimously reelected to serve as Directors until November, 1934. Other routine business was transacted, but no other votes of major importance were taken.

SPECIAL RESOLUTION

AT the last monthly meeting of the Credit Union League, of which the Neponset Credit Union is a member, the following resolution was passed:

Resolved: That the Credit Union League recommend to its member credit unions that particular stress be placed on making loans which will tend to create employment. Individual members should be encouraged to take out loans for improvement of property, painting, plumbing, house furnishings, etc.

Members are reminded that a Christmas Club for 1932 is being formed to start on Jan. 7. For particulars see A. W. Smith, Triangle Building.

COMMITTEE ON EDUCATION

AT the last Bird Club Council meeting it was voted that the President appoint a Committee on Education to regulate the activities of the present class in Industrial Organization, now being given at the Bird Club, and to stimulate further activity along educational lines.

The committee appointed by President M. J. Hawkins is as follows: E. H. Coleman, Chairman; R. C. Floyd, E. M. Grout, M. R. Beasley, and W. S. Jackson.



HEALTH NOTES

HOW ARE YOUR EYES?

(Prepared by the National Safety Council)

POOOR eyesight means poor wages, discomfort and disease. Good eyesight means a chance to earn a good living and to enjoy life healthfully. The choice is yours. Is it hard to make?

You started out in life with one good pair of eyes. That one pair is your allotment. Eyes cannot be replaced and there are no spare parts. They were made to last you a lifetime with ordinary care.

Good vision is priceless. Would you take *anything* for your eyes?

When Eyes Need Correction

They need to be examined when headaches or eye-fatigue sound the warning signal.

They need correction when, in reading, work is held closer than twelve inches.

They need to be examined, occasionally, by a physician-oculist who does not examine merely for glasses but ascertains the condition of the eyes and organs in their related work to the rest of the body.

Avoid, if possible, the kind of labor which demands constant attention to fine work.

If you must do this work, relax frequently. Look up from your work, look out of the window, look into the distance.

Good Light Helps

Have good light when you read. That light is best which is as near like the sun as possible, which is steady, and which comes from the left side if you are right-handed and from the right side if you are left-handed.

Eyes will be more comfortable in strong light if they are protected by tinted glass.

They will feel better if they are protected by some kind of glasses from strong wind.

The eye is an organ which quickly shows any slight change in body health. Eyes will share in the good effects of clean living.

The eye is so delicate an organ that it should never be treated by anyone but a medical man or nurse. Many eyes have been lost when workers have allowed a comrade to remove small particles with a dirty knife, handkerchief or toothpick.

Your eyes are priceless. Take care of them.

LIBRARY

THE methodical reader may look over the list of books that he has read during the year and attempt to calculate his profit, for time spent in reading may be considered an investment more or less productive. Worth while books may bring results comparable with safe investments in the financial world which yield a steady and substantial return, whereas reading for mere amusement may be likened to the purchase of fluctuating securities which are uppermost for a time, then come to a sudden drop and capital is lost.

New Business Books:

Handbook of Business Administration

American Management Association

Group Incentives

C. C. Balderston

Experimental Engineering

Carpenter

Industrial Accident Prevention

Heinrich

Paper Making through Eighteen Centuries

Hunter

Ingenious Mechanisms for Designers and Inventors

Jones

Wages: A Method of Testing Their Adequacy

Leeds and Balderston

Psychology of the Inventor

Rossman

Lincoln Library of Essential Information

Frontier Press Company

New fiction from the best modern authors:

American Beauty

Ferber

Maid In Waiting

Galsworthy

Imperial Palace

Bennett

Story of Julian

Ertz

Three Against the World

Kaye-Smith

Naco: His Affairs

Mercein

Answers To Questions On Page 9

1. Yes. If you have a policy on the People's Savings Bank of Brockton, for instance, it is that bank which pays your beneficiary in case of your death.

2. Thirteen.

3. Three widths as follows: 24 inches, 36 inches, 72 inches.

4. August 14, 1931.

Notes From Plants and Offices

MAIN OFFICE AND SALES

Margaret Poff
Alice Clem
Ida Milesky

Sabina Costello
Gladys Noddin
O. C. Turkington
Elizabeth Lawson

Alice Fales
Beatrice Severance
John Andrews

We welcome to the office three new men: Robert Pitcher, Flooring Sales; William Nelson, Roofing Sales; and Richard Thomas, Box Sales.

According to Bob Rodd, we learn that a moose is a male, a deer a female, and (we suppose) an elk the offspring.

Jerry the Barber must carry a rabbit's foot to bring him all his good luck. Last year he won Thanksgiving turkeys in two

PAPER MILLS

East Walpole, Mass., Mill

John E. Curran
Herbert L. Badger
Welthea Smith
Herman Nordstrom
John Maitland

Sophie Novick
Halburton Dobbins

John F. Burke
John H. Maguire
Mary Driscoll
John DeCosta
Mario Boragine

Jarl Johanson of No. 5 Machine and Miss Anna Seemark of Dedham were united in marriage Saturday night, November 7th, 1931, in Roslindale. Good luck to both.

In the conference room of the Triangle Building hangs a certificate awarding a Bronze Medal to F. W. Bird, Hollings-



Our Norwood plants from the air. In the foreground is the Flooring Plant, on one building of which is the aerial marker. In the distance is the Roofing Plant. The distance from the Warehouse in the foreground to the last Roofing Building is approximately 2840 feet or more than half a mile.

different raffles, and he has one to his credit already this year.

On October 28th Gertrude Meyer stole a march on her friends when she very secretly became the bride of Jack MacDonald, East Walpole. Jack is the brother of Flora MacDonald who works in Box Sales. On Friday, November 20th, Gertrude was presented with a floor lamp, electric waffle iron and toaster by her friends. Lots of luck.

Hal Doherty has established his permanent residence in Medfield.

Paul Hunt pulled a fast one when he announced on Friday, November 20th that he was to be married the next day to Miss Gladys Slocum at Rochester, New Hampshire. They are now residing on Howard Street, Norwood. Congratulations and good luck!

"All quiet on the Potomac," reports Mr. L. L. Thompson from Washington, but, he adds, "When Congress meets we will no doubt have some fireworks."

We extend our sympathy to Richard Thomas of the Box Sales Department whose father passed away on November 22nd.

worth & Co. at the Melbourne (Australia) International Exposition of 1880-81. We learned the other day that this certificate was rescued from among a lot of other papers in an old shed standing at that time on the site of the No. 2 Box Shop. The rescuer was none other than Halburton Dobbins of the Storeroom.

Ralph Clark reports that work is progressing on the erection of a new home on Fisher Street Walpole.

We don't know the age limit for the boy scouts and we don't know whether Jack Sullivan or Bartley Curran belong to them, but they are surely getting the jump on the rest of the scouts on handling the new scout boat that is on the river. Bartley looked good with the life belt on.

Harry Godkin spent a recent week-end at Springfield.

Irish Oakes went to the Harvard-Yale game and reports a good game and a good time.

Seastrand and Duffy, the noted Woodchoppers!—not an adv.

Joe Knaus and Bill Quinn have returned from a hunting trip in Northern New Hampshire. They had a good time, but didn't get close enough to any deer to bring one home.

Phillipsdale, R. I., Mill

Rexford H. Salisbury
David S. Lowry

John H. Nolan
Leslie E. Howard

The three East Providence firemen from our new Rumford Fire Station, while inspecting our plant, gave Red Harrington quite a scare. He thought they were Pawtucket police trying to collect another fine in addition to the \$3.80 he paid for parking his car too near a corner.

Sam Gorelco has been transferred from the beater room to the shipping room.

Our maintenance men are getting to look like tar babies from working so long in the sun on the machine room roof, Tony Nanni especially.

Henry Phelps has been trying his luck with the "professional" card players in the Brigade Room every noon and has found that with that gang at least he is still a rank amateur.

Darrell Richardson, Michael Costello, and Patrick Broderick have just finished "terms" on jury duty.

Joseph Brago announces the birth of Dorothy Brago on October 31st.

We are glad to hear that Tony Sousa's son, who was operated on for appendicitis on November 15, is now getting along all right.

Not the least of the many accomplishments of our watchmen is their ability for catching skunks. They have had many opportunities to practice around the mill but their supreme effort came when they killed one just outside the office door—but not before the skunk had put up his customary fight. For three weeks afterward the office force were constantly reminded of the bravery of our watchmen.

Tixy Billings has started bowling again in the Providence church league.

Pat Clarkin and Charlie Cyranock, both of the beater room, were each winners in a turkey raffle. The beater room seems to be a lucky place. We have heard, however, that Pat's turkey was feeling so bad that he (the turkey) did not last until Thanksgiving.

Herb Black has been gathering oysters at Plum Beach during some of the slack time.

Helge Holter, our glider enthusiast, recently viewed the plant from the air.

Joe DeCosta's radiator gets first prize for being the first to be frozen this winter. After it had thawed out we understand that a few extra leaks appeared.

Charlie Smith broke a spring on his car and had to walk to work for almost a week while waiting for a new one to arrive from the factory. He must be driving a foreign car.

Ted Maddern, who has moved to a 70 acre hen and turkey farm in Rehoboth, said to one of his customers "These are the best eggs I have had for years" to which the customer replied "Bring around some you haven't had so long."

BOX FACTORIES

East Walpole, Mass.

No. 2 Box Shop

Edward Scanlon
Catherine Brady

Frank Eisenhaur
Edward Gronroos

Christine Sherer
Anna Duffy

Julia Dolan has been displaying a little red mark at the corner of her left eye and we understand that she dreamed she was fighting but was too lazy to defend herself. Better be careful what you eat late at night, Julia.

We are glad to have Ed Bigelow with us again after his recent illness.

Congratulations are in line for Mr. and Mrs. Edward Gronroos who are the happy parents of a son.

Bob Patterson bowled for the messenger boys one night against his own working mates, the No. 2 Box Shop gang, and the final score showed that the messenger boys—and Bob—had been taken for a pung ride. Bob seemed to have considerable trouble bending over when he bowled, so some bright member of the FX2 bowlers sang out "You've Got to Bend Down Sister, if You Want to Keep Thin".

Tom Finn has purchased a home on Nahatan Street in Norwood, and bought a garage too. He is thinking now of getting a new car. We'll say he's stepping out. Good luck, Tom.

Peter Bridgham's and Walter Hartig's latest hobby is the undertaking business. Walter, the junior partner discovered a dead mouse the other day back of some paper in the storeroom. He was unable to state whether death was caused by murder or suicide because of poor business. He turned the body over to the senior partner, Peter, who finally pronounced it suicide. Proper ceremonies were held, and now the two men announce they are ready to enter the business professionally. Their slogan, "Don't die until you see us."



Three Queens and the Ace of Spades, prize-winning picture taken by Sabina Costello. The "three queens" all work in our Main Office and are: Olive Tetrault, Mary Concannon, and Helen Curran.

A few of the girls have decided to take up bowling this winter. Among them are Mary Driscoll, "Rusty" Anderson and Martha McLaughlan.

Louis Hertel has been out sick recently.

Miles Towle has traded his Ford for a Dodge roadster.

Tony Montisano attended his brother's wedding in Dedham November 19th.

Special note: Important political discussions every noon by Frank O'Neil and Bartley Curran.

August Petrova got a bag of two rabbits in November while hunting. He says they were better than chicken to eat.

ROOFING MILLS AND OFFICE

Norwood, Mass., Mill

Charles Savage
John White

Charles Seavey

Charles Watson
Edward Hiller

Dennis Driscoll is now exhibiting apples the size of cabbages. The captain claims them as home products. Be careful, Dennis, the boys are remembering the old sea stories.

Henry Smith is all smiles these days, as the result of a most enjoyable trip to Louisville, Kentucky.

James Quinn has returned to work after an extended illness.

John Montalbotti has left us to work in Florida for the winter. We would all like to be with him when the first snow falls.

Tim Dowling likes his work so well he has moved as close to it as he can get, having moved to Highview Street, just over the hill.

Salvatore Purpura, we understand, has started a rabbit farm. When you get to, Salvatore, invite Billy Sebel up with his trusty gun. They will then decrease fast.

Stanley Phillips while playing football recently tried to

make a flying tackle, a la Gus Sonnenberg, but he found the runner's foot harder than his cheek with the result, a broken cheek bone. Stanley is back to work now but with firm resolution not to play any more football for a while.

Ralph Simmons spent Thanksgiving week hunting. Hope you shot a turkey, Ralph.

John Foley has quite a charm on our cat, the cat following him around quite frequently. John, as you might guess, is the official feeder of said cat.

Ed Lincoln and Charles Seavey have started their annual bowling tournament. At last reports Ed is not yet up to form. Your reputation is in danger, Ed.

Chicago Mill and Office

C. J. Perrizo

John Matcha

Dell F. Lydon

The latest fad in the office is rolling your own cigarettes. YUP, a few of the lads has got their own cigarette machines, but . . . it's a horrid word, to seal your cigarette.

Mrs. H. E. Greenock, formerly employed in the Accounting Division, presented her husband with a six pound and nine



*Ella Marie McDonald,
and her dog "Fussy." Ella
is the daughter of Patrick
J. McDonald of the No.
1 Box Shop*

ounce baby girl, to be called Jocelyn Lee. All three are doing nicely.

Bill Wilson recently made a business trip to some of our Western and Southern territories.

We are sorry to report the death of O. B. Schreen's father, who died suddenly last week.

Ben Roberts, formerly Manufacturing Manager at this plant, but now Staff Engineer at East Walpole, visited us for three days recently.

John Matcha has materially increased his stock on the rabbit farm he is operating.

With shot and shell, the hunters bold (Harold Altman and Bob Brebach) betook themselves to a favorite hunting lodge over the weekend only to find the birds had advance notice of their coming and kept under cover, or perhaps the boys ran out of shots—anyhow we didn't have the promised wild duck dinner.

The squeak in Eric's car demonstrated its value on a recent Saturday afternoon when the car was stolen by some bad men but almost immediately abandoned because of this little tell-tale squeak.

Bob Brebach passed the candy and cigars around on the 16th, announcing the birth of Virginia Delores, weight 9 lbs. 2 oz. on that date.

Jimmie McGuire certainly believes in the old slogan that "the early bird catches the worm," only he is after payment for weekly lunch tickets, and makes his rounds before the clock strikes nine on Monday mornings.

It begins to look as if Florence Morman is soon to realize her cherished wish for the great open spaces if we are to judge by her interest in shooting as a pastime, and now she appears with a metal belt that cries out for a holster.

The prize for candy making in the Bird Office belongs to Florence Hausherr. Wonder if Gordon likes fudge.

The Manufacturing Department is bound to break a record of some kind. Not being able to make any showing on ship-

ments, they are now breaking all records for "non-stop" runs. From September 1st to November 17th, 41% of No. 1 machine's runs were non-stop runs, and 31.6% on No. 2 machine. The non-stop runs on the two machines combined was 36.4% of the total runs.

"Oh! what a cruel world," says Betty Borkenhagen, who takes her morning exercise on the run from Asphalt Avenue, arriving breathless to find the clock says 8:31. Mr. DeBerg who has witnessed some of these workouts feels confident that with a little more practice she will be able to cut down the running time by at least one minute. She says she doesn't like the red check marks after her name, and we know she hates excess poundage, so we're all for her.

We now have both a Postal and Western Union private wire into our office. Our telegraph address is simply: Chicago, Ill., followed by the symbol "WUX" in case of messages going over the Western Union wires, and "PXX" on those coming over Postal wires.

FLOORING NOTES

Norwood, Mass., Plant

John S. Smith
Tom Rogers

James R. Hanley
Kaino Paajanen

Lester Evans
Lawrence Gammell

Harold Hale purchased a new General Motors Radio.

Nelson Phillips and Walter Sword returned from a week's hunting trip at Moosehead Lake, Maine. Nelson shot his usual deer, but Walter was not so fortunate. However, he brought back three partridges, and that, he said, was better than nothing at all.

Arthur Bent motored to Manchester, New Hampshire, over a recent week end.

Sam Steele spent Armistice Day on the Cape.

Roy Young and Matthew Fyfe have been transferred from the Block Room to the Printing Machines.

John Macchi is after them again,—after what? Deer.

Bill Pratt is all upset. He can't understand it, but since he spent the summer at Lake Archer he can't stay home nights.

Frank Clem is the luckiest man at the Flooring Plant. He has lost so many football bets that the boys are going to take him out on a party.

We wonder how many hunters shot Phillips' deer. There are so many bullets in it he can't get a good cut of venison.

Chicago Flooring

V. D. Szukalla

Gladys L. Davis

For several days during the early part of November, we heard a lot of sawing and hammering out in the warehouse and finally detected a strong smell of paint. We knew then that the job was finished. Tony Soltan had built a Ping Pong table.

Now everyone in the office has become Ping Pong conscious. In fact it is almost epidemical.



Sadie Doughty of the Chicago Flooring Office displaying the latest in beach pajamas

We suspect that Mr. Tyson "sneaks" a couple of games in the evening with his family.

One morning Sadie and Lillian dashed out in the warehouse to get in a little practice before office hours. Lo and behold—there were Ted and Tony already playing! Looks as though you'll have to get up before breakfast, girls.

We hear Ida is taking violin lessons!

Ted Kilburn has reported that he is getting ready to go hunting. Don't forget your gun, Ted. It might come in handy. Well, having a hunter in the family is better than a lexicographer.

W. F. Bagley has been laid up with a bad foot. We understand a bone was broken, but that he is back on his feet again, so to speak.

We have been wondering why so many of the men around the office have taken to smoking pipes. The mystery has been solved. W. K. Smith says smoking cigarettes is effeminate.

Joe Pettelair recently told Mr. Westcott that he had tickets for a football game and that the seats were on the 45 yard line. Mr. Westcott doubted that though and suggested that perhaps he meant the 45th row. How about it, Joe?

Some of the girls in the office have been getting flowers from secret admirers. Mary Mac got carnations.

Helen Ballough:—When may we expect the shipment on back order of your famous "fade-aways"? The samples were delicious.

Speaking of prosperity—Sadie even has a pair of shoes for office wear. Have you seen them? They'd make dandy violin cases.

VETERANS' SERVICE LIST

WE give below the names of those whose fifth, tenth and fifteenth anniversaries fall during the month, and of those who complete twenty or more year's service during December.

			Years
August Hilderbrandt	12-25-1889	Paper Mill	42
A. R. Jenkins	12-13-1894	Flooring Plant	37
Harry Mann	12- 1-1901	Experimental Engineer	30
Robert Roy	12-27-1905	Roofing Plant	26
Dennis Broderick	12-20-1906	Janitor	25
David Heylin	12-21-1906	Watchman	25
J. S. Robertson	12- 7-1908	Traffic	23
Frank Whitehead	12-19-1908	Maintenance	23
Wilbur C. Fay	12- 9-1908	Maintenance	23
Ralph M. Wight	12- 1-1921	Supt. Flooring Plant	10
Catherine Dowdie	12-12-1921	Main Office	10
Gertrude Meyer	12-12-1921	Main Office	10
Michael Dzurbanick	12-14-1921	Flooring Plant	10
Bruno Mazzatta	12- 3-1926	Roofing Plant	5
William Reardon	12- 3-1926	Maintenance	5
Siguid R. Anderson	12-13-1926	Maintenance	5
Austin A. Allen	12-22-1926	Flooring Plant	5
PHILLIPSDALE			
Thomas Henderson	12-14-1894		37
Carmine Priete	12- 6-1921		10
A. H. Chamberlain	12-15-1921		10
CHICAGO			
Joseph A. Miller	12- 1-1909	Roofing Sales	22
S. E. Williamson	12- -1921	Roofing Sales	10
Edith Johnson	12- 1-1926	Roofing Office	5
L. S. Wharton	12- 1-1926	Roofing Sales	5

SOCCER

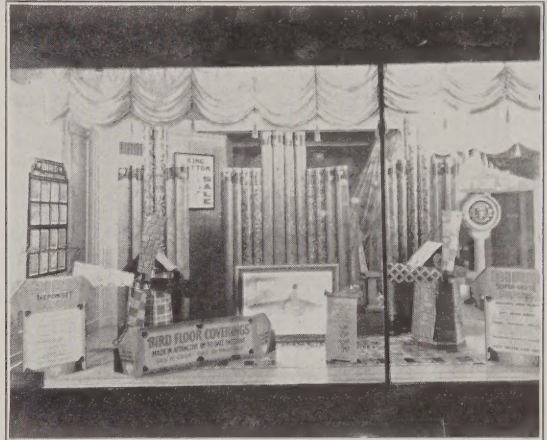
WHEN Bird & Son met the Beacon A. A. at East Walpole on Sunday, November 8th, in an unemployment benefit game, it brought out the largest gathering of fans ever mustered since the game was introduced here.

The result as it affected Bird & Son's position in the Boston and District League was disappoint-

ing. We were defeated by 3 goals to 2 in a hard battle. The consoling feature was financial. \$73.72 was handed to the Walpole Welfare board for the unemployment fund.

The second game between these teams ended in a scoreless draw at Glendale Park, Sunday, November 15th. Two thousand people witnessed one of the most desperately contested games seen in years. Stevenson, the crack center forward of the Bird team hurled the ball over the line after ten minutes of play, but unfortunately referee Turner was out of position and failed to allow the point.

As a result of these games three valuable league



A unique display of Bird Floor Coverings in the window of Jacoby Brothers store, Los Angeles

points were dropped, but the leaders, Beacon A. C., also lost one. This leaves the standing as follows: Beacon A. C. 15 points; Clan MacGregor, 14; Bird and Son, 13; half the schedule is completed.

Lynn Riverside and Bird and Son played a second round tie in the National Amateur Cup, at Lynn on Sunday, November 22.

It was an exceedingly fast game and ended in a 1-1 tie, McAllister equalizing for Bird & Son two minutes before the final whistle.

The replay will take place in Walpole on Sunday, November 29th.

VISITORS AT OUR PLANTS DURING NOVEMBER

East Walpole and Norwood Plants

Nine representatives from the William P. Proctor Company, North Chelmsford, Mass.: Messrs. Joseph F. Cook, D. D. Libby, N. P. Mason, F. E. Wiggin, P. T. Durrell, C. P. Kimball, Emile Gauthier, Arthur Gauthier, Fred Picking.

Chicago Roofing Plant

Mr. Shamberger, Mountain States Roofing Corporation, Denver, Colorado.

Mr. B. M. Dennis, Decatur, Illinois.

Mr. E. R. Clark, East Walpole.

Chicago Flooring Plant

Mr. Greenberg, Chicago Rug and Carpet Company.

Mr. Horton, Horton-Luce Company, Indianapolis.

BOWLING

TO date, November 19th, the famous Roofing Machines Team which has won the championship for the past three consecutive years, is again in the lead without having lost a single game as yet. They head the "National League."

Heading the "American League" is a team which is threatening Roofing men and following them too close for comfort. This the No. 1 Box Shop Shipping gang. They are all veteran bowlers, and their averages so far are in the hundreds and the high nineties. It is this team, too, which holds High Team Single String record, 556, and the High Team Three String record, 1585.

Ed Knaus of the Paper Machines holds the

National League Standing

	Won	Lost	Per Cent
FBP.....	20	0	1000
FX1.....	13	7	650
FBV.....	9	11	450
A.....	8	12	400
FFR.....	5	15	250
VM.....	0	20	000

BIRD CLUB ENTERTAINMENT

ROAST Turkey and all the Fixings by Holman, and "Girls! Girls! Girls!" by R.K.O. combined to make a highly enjoyable evening at the opening night of the Bird Club season conducted by the Main Office on November 5 at Bird Hall.

The feast was all that could be asked for, served



Opening night of the bowling season at Dine's Alleys in East Walpole. Eli Chamberlain and Ralph Wight, Superintendents of the Roofing and Flooring Plants, start things off right by bowling the first balls

record for High Individual Single String, 141; and Theodore Michienzie from last year's Champions, holds High Individual Three String with 348.

We list the standing of the two Leagues, and those with the ten highest averages, as of November 19th:

Ten Highest Bowlers

Name	Dept.	Total Strings	Total Pin Fall	Average
Knaus	DMP	15	1578	105-3
Keefe	FXV1	15	1527	101-12
Dine	FX2	15	1518	101-3
Michienzie	FBP	15	1507	100-7
White	FX1	15	1500	100
DeLaiarro	FBP	15	1471	98-1
Hall	A	9	881	97-8
Koebe	FXV1	15	1463	97-8
Hoyt	FX2	15	1462	97-7
Alexandria	FBP	15	1460	97-5

American League Standing

	Won	Lost	Per Cent
FXV1.....	16	4	800
FX2.....	14	6	700
FBM.....	13	7	650
DMP.....	11	9	550
FFP.....	7	13	350
EM.....	4	16	200

in Holman style, with excellent service in spite of the crowd of three hundred hungry men who taxed the seating capacity of the hall to the limit.

If laughter and applause are any indication, the entertainment was well liked, too. Dot and Terry, a pair of singing dancers, opened the program, followed by Evelyn Lewis, violinist and singer. She got her heartiest applause when she played a group of popular songs and invited the men to "join in on the chorus."

The real life of the show was Queenie Dunedin whose antics and wise-cracks in both her acts, "The Scrub-Woman" and "The Maid Steps Out" brought down the house. She had to respond to several encores, and even then her audience wasn't satisfied.

Piano accompaniments were played by Sadie Rogers.

The next Bird Club Entertainment is to take the form of a semi-formal Military Ball and Entertainment at the State Armory in Norwood, on Friday, December 4th, 1931. The party was arranged at the invitation of Company G, 101st Regiment of Infantry, Massachusetts National Guard. Jimmy Gallagher and his Orchestra are furnishing the music.



BIRD PRODUCTS



Roofing Division

BIRD Shingles

NEPONSET Twins Thick Butt	American Twins Thick Butt	3 in 1 Thick Butt
NEPONSET Double Twins	American Double Twins	Super 3 in 1 Thick Butt
Super Twins (Thick Butt)	Hex-Twins	Individuals
Custom Built	Lock-Butt	Multi-Bric Siding
		Art-Bric Siding

BIRD Roll Roofing

Paroid	Art-Craft	Shingle Design	Slate Surfaced
American Ready	Old Reliable	Universal	Selvage Edge Slate Surfaced

BIRD Building Papers

NEPONSET Black	Saturated and Coated	Super Sheathing	Economy
Refrigerator Insulating	Paper Mulch	Reenforced Paper	

BIRD Wall Board

NEPONSET Board, Cream White	American Board
SUPER-NEPONSET Board	SUPER-NEPONSET Board, Tile Design

BIRD Specialties

BIRD Insulating Board and Lath (Laminated)	BIRD Air Cell Insulating Board
BIRD Insuliner	BIRD Insulating Blanket
Paroid Built-up Roof	BIRD Deadening Felt
	Plastic Cement
	Roof Coating

Flooring Division

BIRD Rugs	BIRD Floor Coverings	BIRD Tile Flooring
BIRD Rug Border		BIRD Lining Felt
BIRD Carpet and Rug Cushion		BIRD Saturated Felt

Box Division

Solid Fibre and Corrugated Paper Shipping Cases	Wood Frame Fibre Shipping Cases
BIRD Shoe Cartons	NEPONSET Waterproof Paper Flower Pots
Tack and Screw Boxes	Flower Pot Covers
	Earth Bands

Special Paper Division

Standard Pressboard	—	Rocket and Torch Paper
Dry and Waterproof Felt Papers for Special Purposes		
Cable Insulating Papers		Binders' Board

BIRD & SON, inc.

Established 1795

EAST WALPOLE, MASS.



{List of Bird Products on Inside Back Cover}

